



GPA Global Privacy and Data Protection Awards 2021

Entry Form

To submit an entry to the GPA Global Privacy and Data Protection Awards please complete and email this form to secretariat@globalprivacyassembly.org no later than **14 June 2021**.

Note: GPA member authorities can submit as many entries as they wish, but a separate form should be used for each different entry, submitted by the deadline above.

Languages: The GPA documentation Rule 6.2¹ applies.

1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection
Authority:

Office of the Privacy Commissioner (NZ)

2. ELIGIBILITY

By submitting this entry, I confirm that (*please tick all boxes to confirm*):

- The Authority is a member of the Global Privacy Assembly
- The initiative described in this entry was undertaken since January 2020.
- I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the GPA Secretariat.

3. CATEGORIES

Please indicate which category you wish to enter.

*Please tick **one**; please use a separate form for each category you wish to enter:*

- Education and Public Awareness
- Accountability
- Dispute Resolution and Enforcement
- Innovation
- People's Choice

4. DESCRIPTION OF THE INITIATIVE

a. Please provide a brief summary of the initiative (no more than 75 words)

Privacy is Precious is a public information campaign created and delivered to promote the Privacy Act 2020 - a national law change that took effect on 1 December 2020.

¹ [GPA Rules and Procedures](#), Rule 6.2 'Assembly documents':

Without prejudice to section 4.2, Assembly documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other Assembly documents such as the Assembly Rules and Procedures.

The campaign's overarching aim was to raise awareness in the New Zealand public and domestic economy of how the Privacy Act was changing and what these changes meant for organisations and businesses as well as the privacy rights of individuals.

b. Please provide a full description of the initiative (no more than 350 words)

New Zealand's new Privacy Act 2020 took effect on 1 December 2020. The law change introduced important compliance requirements for organisations and enforcement powers for the Office of the Privacy Commissioner (NZ).

The challenge for OPC NZ was to inform New Zealanders about the timing of the law change and what the changes would then mean for their businesses and organisations. A corollary of the campaign was also to raise overall awareness of the privacy rights of New Zealanders.

A public information campaign was a necessary step to inform organisations and the public about the changes. The campaign's key messages were:

- The Privacy Act 2020 introduces greater protections for individuals and some new obligations for businesses and organisations
- The changes include the requirement to report serious privacy breaches to the Privacy Commissioner and to affected people
- The Privacy Commissioner has new powers to help people access their own information and to require businesses and organisations to comply with the law
- There are increased fines for organisations that don't comply, and there are new rules when sending personal information overseas.

The Privacy is Precious public information campaign was run nationally and included television, radio, online, social media, print and out-of-home advertising.

Māori and other culturally and linguistically diverse communities were specifically targeted in the media planning.

c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)

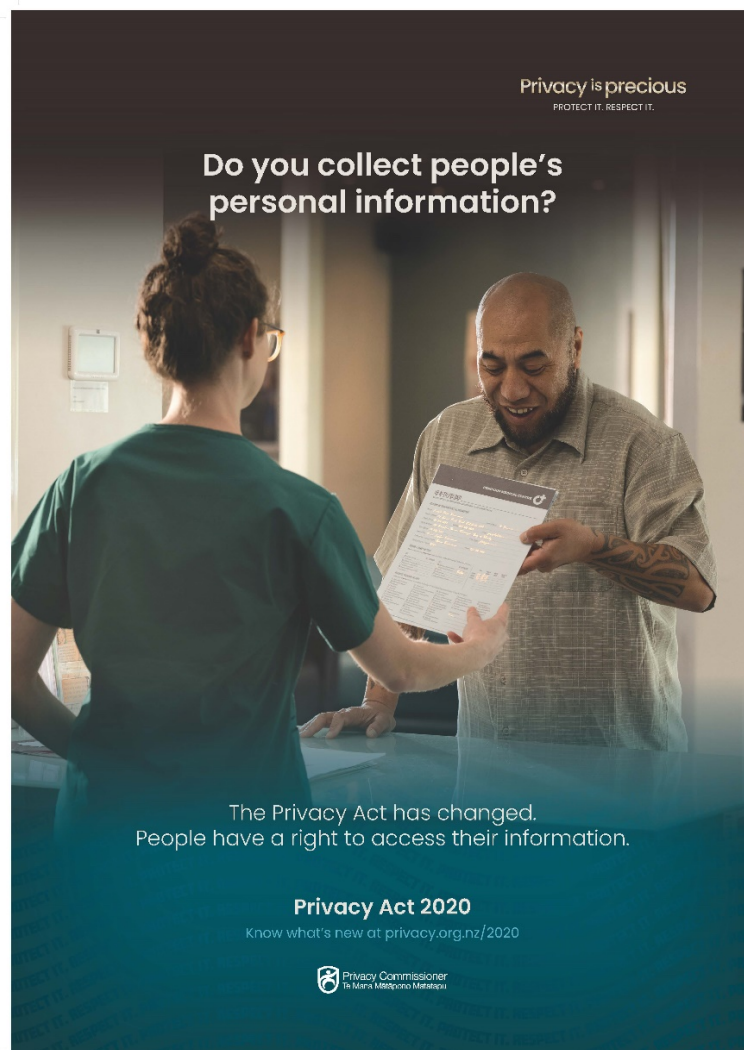
The Privacy is Precious campaign was the first time that privacy was the subject of a national public information campaign in New Zealand being broadcast on primetime television.

The national public awareness campaign took place over a six-week period straddling the date of the law change taking effect (1 December 2020). Overall, the campaign achieved a

combined reach of 67 percent of all people aged 25-64 or 1.6 million people (out of a population of 5 million).

The creative basis of the campaign was a 30 second TV commercial. Broadcast television achieved a reach of 38 percent or nearly 900,000 people aged 18-54.

- d. **Please include a photograph or image, if you wish** (*This will be published with your entry on the GPA website. The image can be pasted into the box below, be sent as an attachment or a link may be provided*)



- e. **Please provide the most relevant link on the authority's website to the initiative, if applicable** (*The website content does not need to be in English*)

The Privacy is Precious campaign page and resources:
<https://privacy.org.nz/privacy-act-2020/campaign/>

f. Please provide any other relevant links that help explain the initiative or its impact or success (e.g. links to news reports or articles):

The Privacy is Precious TV commercial:

https://youtu.be/2Pkh91U_sdw

The advertising agency - GSL Promotus – Privacy is Precious campaign page:

<https://gslpromotus.co.nz/privacy-act-2020-privacy-is-precious/>