



GPA Global Privacy and Data Protection Awards 2021

Entry Form

1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection
Authority:

The State Inspector's Service of Georgia

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)

Next generation can lead to real changes – if we let them.

Therefore, as low public awareness on data protection remains a challenge in Georgia, the State Inspector's Service addressed it with the engagement of youth and introduced an innovative project - **Personal Data Protection Ambassadors**.

The project aims to enhance public awareness and simultaneously promote youth development. Enthusiast students from different regions of Georgia were selected as the Ambassadors, whose daily commitment is to raise people's awareness throughout the country.

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

In 2020, with the aim of raising awareness on data protection issues and promoting youth development, the Service launched a new project - **Personal Data Protection Ambassadors**.

Following the multiple-stage open competition, the students were selected from various regions of the country. Initially, the candidates were sorted based on their resumes, motivation letters and the narrative for their vision on the development of the program. In the end, as a result of interviews, up to 20 motivated students were selected from all regions of Georgia, representing various higher educational institutions.

These selected candidates were distinguished by their keen interest in data protection issues and active involvement in public life, as well as their diverse interests and capacity. At the same time, they were well aware of local needs and had relevant networking tools and skills for organizing diverse awareness raising activities.

The Ambassadors are expected to conduct awareness raising activities tailored to the needs of a specific region, as well as some large-scale events and cover basic data protection issues along with specific and urgent matters where necessary. The target audience is mainly young people, however, according to the context and necessity, they may also conduct activities addressed to various target groups.

In particular, activities of young ambassadors include local meetings with pupils, students, citizens living in regions, as well as wide-ranging activities such as competitions, Winter and Summer schools. They may also arrange events designed for internet users, such as intellectual and cognitive games, quizzes, comics, animation sketches, online videos, etc.

It is noteworthy that one of the key priority within this project, is to promote awareness raising and carry out specific activities addressed to the needs of the persons with disabilities and ethnic minorities.

In the end, it shall be highlighted that apart from the engagement in awareness raising activities, the project also promotes the professional growth and development of the involved students. This aspect, on the one hand encourages them to become motivated professionals and on the other hand, given the specifics of the area, contributes to the development of sophisticated and competitive personnel in this field.

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

This initiative deserves to be recognized by an award, as it simultaneously leads to several important outcomes: the project stimulates youth involvement, their development, while at the same time it promotes awareness raising and accessibility of the information for citizens throughout the country.

Also, answer to this question could be given more accurately by the young Ambassadors involved in this project:

Donari – „I think this project offers the best opportunity to improve not only data protection standards but also to encourage personal development and realization“.

Luka – „... I would also distinguish youth involvement part in this project, as they see the clear image of the problem and look for best solutions. In this case the role of the State Inspector's Service is significant as well, as it gave us an opportunity to get knowledge, analyze problems and offer solutions. This greatly encourages information campaigns on lawful processing of personal data”.

Ana – „ I realized from an early age that protection of human rights was important field for me. The status of Personal Data Protection Ambassador gives me the feeling that I am close to achieving my goals. In every place and situation, when I encounter mistreat of personal data, I start to step up and enthusiastically explain the results of such activities...”

Giorgi, - „... Under this project, young people, including myself, were united with a single aim – to inform the public on data protection issues and mechanisms for privacy protection”.

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)



„I realized from an early age that protection of human rights was important field for me. The status of Personal Data Protection Ambassador gives me the feeling that I am close to achieving my goals. In every place and situation, when I encounter mistreat of personal data, I start to step up and enthusiastically explain the results of such activities. Therefore, this Status of Ambassador is a starting point towards major achievements and an opportunity to become a part of that big idea - ensuring for everyone to get relevant information on their rights”

Ana Takashvili



„The project - Personal Data Protection Ambassadors provided me with a chance to acquire information less known for me before. It helped me in personal development and at the same time, let me contribute to the protection of mine and others' rights during a pandemic. One of the valuable part for me was to meet a lot of people, including the representatives of the State Inspector's Service and other Ambassadors.

All the material provided, informational meetings and recommendations from the Service were focused on gaining knowledge. I think this project offers the best opportunity to improve not only data protection standards but also to encourage personal development and realization”

Donari Londaridze



“Personal data protection field is new to Georgian reality. The society lack the information on accompanying risks of data disclosure and/or unlawful processing of data. Although I study at the faculty of law, my awareness of data protection issues was associated solely to ID number and ID documentation before. Therefore, Personal Data Protection Ambassadors project is important for me due to three reasons:

Firstly, by means of informational meetings/trainings offered by the Service, data protection issues became more familiar to me. So familiar that I feel confident to share my knowledge with others now.

Secondly, I was given an opportunity to do the job, which is most interesting for me - share information on data protection.

And finally, particular network was formed throughout Georgia, that connects youth, students interested in data protection. Under this project, young people, including myself, were united with a single aim - to inform the public on data protection issues and mechanisms for privacy protection”

Giorgi Abuladze



„Firstly, this project is important for me due to its necessity, as there is a considerable lack of information on personal data protection issues which somehow provokes challenges public safety as well as national security. The role of the State Inspector's Service is crucial, if not that team no one would have talked about privacy related matters. This is the Team that understands the importance of these projects, analyzes the current situation and takes effective steps.

I would also distinguish youth involvement part in this project, as they see the clear image of the problem and look for best solutions. In this case the role of the State Inspector's Service is significant as well, as it gave us an opportunity to get knowledge, analyze problems and offer solutions. This greatly encourages information campaigns on lawful processing of personal data”

Luka khaladze



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)*

<https://www.facebook.com/295537447255774/posts/2454657718010392/>

<https://www.facebook.com/295537447255774/posts/2446293565513474/>

<https://www.facebook.com/watch/?v=297660535401946>

<https://personaldata.ge/ka/press/post/6928>

<https://personaldata.ge/ka/press/post/6970>

<https://www.facebook.com/watch/?v=549326285661115>

https://www.facebook.com/watch/?extid=CL-UNK-UNK-UNK-AN_GK0T-GK1C&v=217450382752558

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):*