



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:

Superintendence of Industry and Commerce, Colombia

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)

The SANDBOX ON PRIVACY BY DESIGN AND BY DEFAULT IN ARTIFICIAL INTELLIGENCE PROJECTS is a preventive, supervised and temporary experimentation space, so that those interested in developing artificial intelligence (AI) projects, from the

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.

design stage of said initiatives create collaborative compliance solutions to personal data protection regulations.

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

This regulatory sandbox seeks to be a preventive and experimental space, so that companies interested in developing artificial intelligence projects create collaborative compliance solutions through the non-binding accompaniment of the Data Protection Authority. For instance, in the implementation of tools such as: privacy impact assessment (PIA); privacy by design and by default; accountability, among other measures that they consider appropriate.

The objectives of the sandbox are:

1. Establish criteria that facilitate compliance with the regulation on data processing in artificial intelligence projects.
2. Ensure that the adequate processing of personal data is an essential component of projects that design and/or implementation artificial intelligence.
3. Promote the creation of artificial intelligence products that, from their design and during their execution, are, among others, respectful of people's rights regarding their personal information and in accordance with the regulation on the processing of personal data.
4. Accompany and advise on the protection of personal data, the selected companies, to mitigate the risks associated with the implementation of artificial intelligence.
5. Consolidate a preventive/proactive approach to protect human rights in AI projects.
6. Suggest or recommend, if necessary, adjustments, corrections, or adaptations of the Colombian regulation to technological advances.

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

The Superintendence of Industry and Commerce has led since 2019 in areas such as data processing and artificial intelligence. The sandbox is another project to promote privacy by design in artificial intelligence projects that have massive impact.

Privacy by design and by default is not incorporated in Statutory Law 1581 of 2012. Therefore, the sandbox is a tool to verify in practice the importance of this principle being incorporated into our regulation.

Additionally, on the international scenario, the Superintendence of Industry and Commerce (SIC) has led and contributed to the drafting of documents on artificial intelligence, such as, for example, the one approved on June 21, 2019 by the Ibero-American Network for the Protection of Personal Data entitled "General recommendations for the Processing of Personal Data in Artificial Intelligence"². Finally, the SIC has also participated in the drafting and promotion of the following document, approved in October 2020 by the GPA (Global Privacy Assembly): "Adopted resolution on accountability in the development and use of artificial intelligence"³.

² <https://www.redipd.org/es/documentos/guias>

³ <https://globalprivacyassembly.org/wp-content/uploads/2020/10/FINAL-GPA-Resolution-on-Accountability-in-the-Development-and-Use-of-AI-EN-1.pdf>

- 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 official web page of the initiative: <https://www.sic.gov.co/sandbox-microsite>

- 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):

- Television program "SICTEVE" (See minutes 3:40 to 5:38):
<https://www.youtube.com/watch?v=pIXelBg3C-g>
- Official document in English:
<https://www.sic.gov.co/sites/default/files/files/2021/150421%20Sandbox%20on%20privacy%20by%20design%20and%20by%20default%20in%20AI%20projects.pdf>

- Official document in Spanish:
<https://www.sic.gov.co/sites/default/files/files/2021/150421%20Sandbox%20sobre%20privacidad%20desde%20el%20diseño%20y%20por%20defecto.pdf>
- Joint response to the comments received from society groups:
<https://www.sic.gov.co/sites/default/files/files/2021/Respuestas%20comentarios%20SANDBOX%20IA%20II%2021.pdf>