



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)

SICFACILITA is a virtual tool where the Superintendence of Industry and Commerce (hereinafter SIC) acts as a facilitator so that Data subjects and Controllers reach agreements

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.

on claims the first one has. Controllers and Data subjects will meet through a chat directed by the SIC, with the aim of solving problems derived from the Processing of their Personal Data, seeking to achieve a quick and effective solution without the need to go to court.

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

SIC Facilita is a virtual platform that works from any computer with internet access, entering the page of the Superintendence of Industry and Commerce - www.sic.gov.co - and selecting the *SIC Facilita* option.

All Data subjects in Colombia who have any inconvenience in light of Law 1266 of 2008 (sectorial personal data law) can file a claim directly or in the second instance if they did not have a satisfactory response from the Controller.

The benefits of the initiative are the following:

- Generate fast and effective solutions for Controllers of the Processing and Data subjects using technological tools.
- Savings in terms of time, human and financial resources that employers allocate to address disputes over the proper Processing of Personal Data.
- Promote a culture of customer service or customer service through the prompt and effective solution of their claims.
- Avoid to the maximum the risks derived from the judicial / administrative solution of conflicts over the Data subject rights (duration of the processes, financial penalties, customer dissatisfaction).
- Increase the levels of satisfaction and trust of the Data subject with the company.

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

SICFACILITA has worked very well in practice. It has proven to be useful for the citizen (Data subject) since it has served to positively solve 80.79% of citizen requests. In other words, *SICFACILITA* served to resolve 4,785 citizen requests regarding violations of their rights as Data subjects of personal data.

Additionally, the response time to solve the case is 20 days on average. This is a much shorter time than the average (7 months) to resolve the case when an administrative process is initiated before the data protection authority (DPA).

In conclusion, *SICFACILITA* has been a fast (20 days) and effective (80.79%) conflict resolution mechanism to demand respect for the rights of the holders of personal data.

- 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 SICFACILITA is:
<https://sicfacilita.sic.gov.co/SICFacilita/index.xhtml>

- 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. Example of a practical case of *SIC Facilita* by impersonation (citizen testimony of the usefulness of SICFACILITA):<https://www.youtube.com/watch?v=00TMYCx-d8M>
- Explanatory guideline *Sic Facilita*:
<https://www.facebook.com/Superintendenciadeindustriaycomercio/videos/500779333908647/>