



# GPA Global Privacy and Data Protection Awards 2023

## 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](mailto:secretariat@globalprivacyassembly.org) **no later than 9 June 2023.**

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 6.2<sup>1</sup> applies.

### 1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection Authority: Andorran Data Protection Agency – Agència Andorrana de Protecció de Dades (APDA)

Person completing this form: Resma Punjabi  
*First name Last name*

Job title: Head of the Andorran Data Protection Agency – Cap de l'Agència Andorrana de Protecció de Dades

Email address: [resma.punjabi@apda.ad](mailto:resma.punjabi@apda.ad) | [apda@apda.ad](mailto:apda@apda.ad)

### 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 2022.
- 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.

<sup>1</sup> [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.

---

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 Qualified Law on the Protection of Personal Data (LQPD) was implemented in May 2022 in order to replace the 2003 law and bring Andorran legislation into line with the GDPR. This new law marks a significant shift in how personal data is protected, particularly regarding the responsibility of data management.

To ensure people are aware of their new rights and responsibilities, the Andorran Data Protection Agency has launched an awareness campaign.

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

The Agency for Data Protection of Andorra (APDA) launched an initiative to raise awareness and educate the public on the new data protection regulations and the Law of Quality and Protection of Personal Data (LQPD). This initiative consisted of the production of 8 audiovisual capsules, each focused on a specific topic, such as the principle of accountability, DPOs, the obligation to notify control authorities of security breaches, or the rights and obligations of data protection. Each of these capsules presented an infographic. The capsules featured people representing the different agents and data stakeholders affected by the LQPD. This content was spread across various platforms from May 16 to June 30, 2022. The Head of the APDA also held a press conference to announce the campaign.

The purpose of this initiative was to increase public understanding of the importance of data protection and of the new rights and obligations imposed on all of us. The aim was to encourage citizens, companies, and institutions to comply with the LQPD by using the slogan "Together we make them safe". This light-hearted, conversational approach to the capsules was designed to be informative but also gave advice and reflections on the relevant aspects of the law. To this effect, the APDA also published informative guidelines such as the Guide on the main changes of the new data protection regulations. By promoting these initiatives the APDA seeks to ensure that the Andorran public is well informed and guided in its data protection practices.

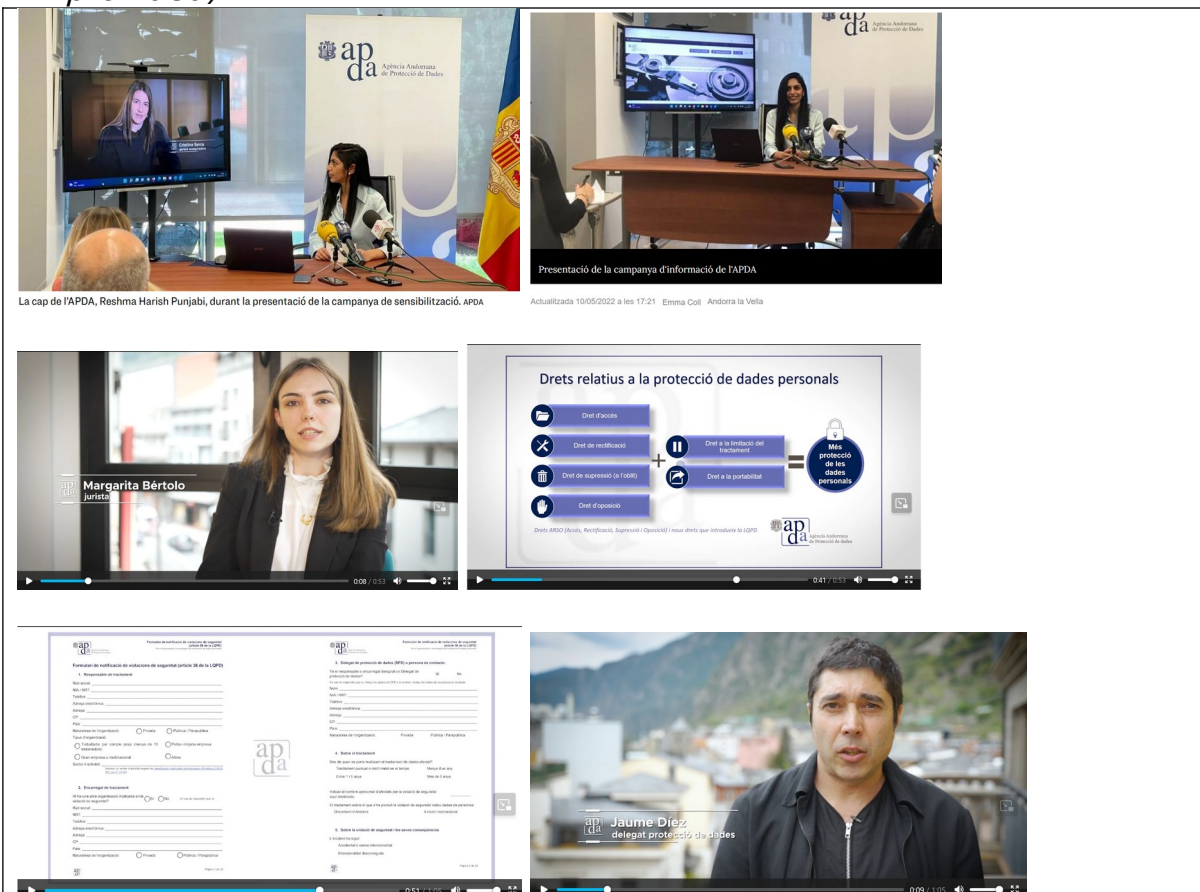
**c. Please explain why you think the initiative deserves to be**

---

**recognised by an award (no more than 200 words)**

The initiative deserves to be awarded due to its effectiveness and impact. It coincided with the introduction of a new law involving significant changes in terms of regulatory compliance and from a more social and cultural perspective, which needed to be made known to the public. The campaign was executed in an approachable way to ensure that the law's contents were understood by all, as inquiries to the agency tripled afterwards. The team was able to develop this campaign in a short period of time such that resources and staff had to be fully utilized. The produced infographics are still used today, and the award would give more traction to the agency's communication strategy. The inspection system being limited, communication efforts are imperative to ensure proper compliance with the law.

**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*)

Capsules:

1. [Capsule 1: Accountability](#)
2. [Capsule 2: The Data Protection Officer \(DPO\)](#)
3. [Capsule 3: Security Breach Notifications](#)
4. [Capsule 4: Guiding principles](#)
5. [Capsule 5: Sanctioning regime](#)
6. [Capsule 6: Right to be forgotten](#)
7. [Capsule 7: Right to portability](#)
8. [Capsule 8: Right of access](#)

Presentation of the campaign in a press conference:

<https://www.apda.ad/noticia/presentacio-de-la-campanya-junts-les-fem-segures-i-de-la-nova-plana-web-de-l-apda>

**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*):

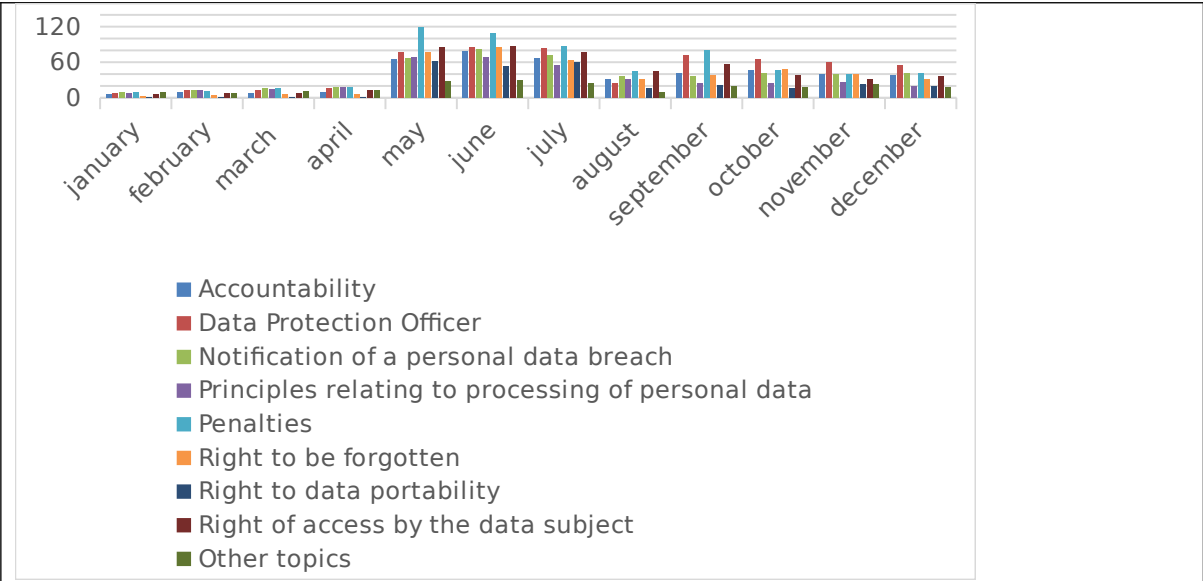
Repercussion on the Andorran media:

- Diari d'Andorra --> [Information campaign on data protection](#)
- Andorra Difusió --> [Data Protection Agency campaign to publicize the law that comes into force on May 17](#)
- Ara Andorra --> [APDA wants to raise awareness about the rights and obligations that the new Qualified Data Protection Law will entail](#)

Repercussion on Spanish media:

- Europa press --> [The Andorran Data Protection Agency raises awareness about the new law](#)

Increase in inquiries during the campaign period (from a total of 3,864 inquiries in 2022):



As can be seen in the graph, queries increased considerably in the campaign months (May and June) and the trend has been maintained in subsequent months. This confirms the effectiveness of the campaign.