



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 **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 6.2¹ applies.

1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection Authority: Jersey Office of the Information Commissioner (part of the Jersey Data Protection Authority)

Person completing this form: Anne King
First name *Last name*

Job title: Operations Director, Jersey Office of the Information Commissioner

Email address: a.king@jerseyoic.org

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.

*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

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.

4. DESCRIPTION OF THE INITIATIVE

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

💣 BOOM! JOIC's Privacy Superheroes made a big impact arriving during Data Protection Week, 2023! We have created and unleashed real life Privacy Superheroes! They're driving a cultural shift: creating a community that encourages islanders to share responsibility for protecting their personal information.

With powers to help change behaviour and understanding of privacy instinctively, our Heroes have been embraced, by islanders, young and old, and have more to offer! Read on to find out more!

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

JOIC are making data protection more relatable for people in everyday life. Despite being a regulator, we are far from regular, and are there for every islander to support and guide them through the principles and their rights of the Data Protection (Jersey) Law 2018. What better way to connect with islanders, than visually: with 4 Privacy Superheroes! We wanted to create awareness and a conversation across our community which reminded people to keep their personal information safe and also, where to go if they need support. The Privacy Superheroes are helping the community hold data controllers to account.

We reached out to a local artist and brought two of the Privacy Heroes to life using professional actors. Then the work began!

The heroes headed into schools to spread the word. Within 4 months they have engaged with 20% of the island's children in secondary schools. To meet demand, we are now planning for our next academic year starting Sept 2023. We have launched our Primary Schools Programme. Our vision and strategy is to "Put Children First" and reach every school child on the island; changing behaviour from an early age and encouraging personal responsibility.

It hasn't stopped there, the Heroes have reached out to teachers and [Youth Workers](#) that will continue to educate younger islanders and ensure they are better equipped in this fast changing world.

With a two-pronged attack, the Heroes strolled into the general public and business community! JOIC ran a week of events for local businesses and individuals during Data Protection Week 2023 including our "[Privacy by Instinct](#)" event where data controllers and processors attended the colourful conference. Following swiftly on, JOIC held a community [outreach day](#) in April 2023, when the Privacy Superheroes were on our High Street, talking to

hundreds of islanders. They were supported by our Compliance and Enforcement team who were there to give advice and support. Increased contacts and enquiries remain noticeable.

[Feedback](#) from schools, young people & teacher is incredible.

The ideas and commitment have not faltered and our Privacy Superheroes are winning hearts and minds across community groups, libraries and public places!

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

Our Privacy Superheroes do not need to receive awards as they offer rewards (almost daily!) to our young islanders: in the form of a sticker that says "Be a Privacy Hero" when they complete a session, which reminds the children about their individual responsibility.

However, JOIC staff feel the Heroes should be recognised! As a result, the Heroes have stated that on this occasion they would be honoured to be recognised, but only in order that their good work in Jersey continues!

The award would ensure their hard work has not been unnoticed and they can continue with the monumental momentum they have embarked on. As you will see from the plethora of news articles and responses to posts on social media, from this small island in Jersey, their impact has clearly been felt. The JOIC office and team have been put in the spotlight for the support they can offer, thanks to the Heroes.

JOIC are approachable, kind, respectful and energetic – which funnily enough follows the heroes' core values! From the heart, JOIC's Privacy Superheroes continue to spread a valuable message to young and old.

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)*

Please see below.

Continue to page 4



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*)

[Jersey Office of the Information Commissioner - #BeaPrivacyHero \(jerseyoic.org\)](https://jerseyoic.org)

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*):

Jersey Evening Post - Please find attached a copy of the front page of Jersey's local daily newspaper the Jersey Evening Post. We are unable to provide a link, because you do not have a subscription. Many thanks.

Channel 103 (Jersey's commercial radio station) – [Meet Jersey's Data Protection Superheroes - Channel 103](#) – Please also listen to our latest commercial radio campaign attached, which incorporates the Privacy Superhero concept #BeaPrivacyHero

BBC Channel Islands Television and Radio Coverage - <https://www.bbc.com/news/world-europe-jersey-65404752>

Social Media Examples

<https://twitter.com/JerseyOic/status/1659168482485837824> (Youth Workers)

<https://tinyurl.com/yba6ebka> (Feedback from students)

JOIC Social Media Handles – See more photos of superheroes and content!

Facebook - (1) [Facebook](#)

Twitter - [JerseyOIC \(@JerseyOic\) / Twitter](#)

LinkedIn – Please search Jersey Office of the Information Commissioner.