



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:

National Privacy Commission (NPC), Philippines

Person completing this form:

Roren Marie

Chin

First name

Last name

Job title:

Public Information and Assistance Division Chief

Email address:

roren.chin@privacy.gov.ph

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
- People's Choice

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)

The Kabataang Digital (Digital Youth) Campaign is the advocacy campaign of NPC dedicated to fostering a safe online environment for young individuals. Guided by its core principle: "*Matalino, Mapagmatyag, at Mapanuri*" (Smart, Vigilant, and Discerning), it aims to promote data protection for the youth. Its primary goal is to equip young individuals with the necessary knowledge and skills to navigate the online world effectively by introducing age-appropriate content and resources on privacy, security, and responsible online behavior.

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

The Kabataang Digital (KD) Campaign aims to promote data privacy among youth and create a safe digital space where their rights are protected. It focuses on three core principles:

- **Matalino (Smart):** The campaign raises awareness among youth about their data privacy rights and how to effectively exercise them. By equipping them with knowledge on protecting personal information, they can make informed decisions and take control of their online presence.
- **Mapagmatyag (Vigilant):** The campaign empowers youth to recognize acceptable data collection practices and understand the risks associated with sharing personal information online. By developing critical thinking skills, they can evaluate privacy implications and make informed choices regarding data sharing.
- **Mapanuri (Discerning):** The campaign helps youth identify the types of information that should and should not be shared online. By promoting responsible information-sharing practices, they can protect their personal data and maintain a positive online reputation.

The KD Campaign employs a multi-faceted strategy to achieve its goals:

1. **Information, Education, and Communication Resources:** The campaign develops diverse resources such as informative materials, interactive tools, online courses, and engaging multimedia content. These resources are age-appropriate and aim to educate youth about data privacy, enabling them to protect their personal information and make informed decisions online.
2. **School-to-School Campaign:** The campaign partners with educational institutions to integrate data privacy education into activities. Workshops, training sessions, and awareness campaigns are conducted directly in schools, targeting both students and educators. This approach ensures a focused and tailored approach to promoting data privacy among youth.

3. **Annual Kabataang Digital Youth Summit:** The campaign hosts an annual summit, gathering youth representatives, experts, educational institutions, and stakeholders. The summit facilitates sharing of insights, experiences, and best practices on youth data privacy.

4. **Collaboration with Various Government Agencies and Private Sectors:** The campaign actively collaborates with government agencies, private sector organizations, and industry leaders to enhance its impact and reach. Through these collaborations, resources, expertise, and best practices are shared to create a safer and more privacy-conscious online environment for youth.

With this, KD Campaign strives to empower youth in navigating the digital world safely and protect their data privacy.

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

The Kabataang Digital Campaign stands out for its remarkable efforts in addressing the critical issue of youth data privacy in the Philippines. Since its launch in 2019, the campaign has reached **17,937** young individuals and demonstrated unwavering commitment and resilience in promoting digital safety and privacy despite the geographical challenges present in the country's diverse archipelago.

In addition to reaching youth directly, the campaign has also prioritized engaging parents, guardians, and school officials. Recognizing their crucial role in guiding and supporting young individuals, the campaign has conducted awareness sessions and provided resources specifically tailored for these important stakeholders.

Working together with other government agencies and private sectors, the KD campaign has been able to develop comprehensive educational materials, including informative guides, interactive tools, and engaging multimedia content. These resources have successfully reached and impacted a wide audience, including thousands of youths across the country.

By leveraging the expertise, resources, and networks of various government agencies and private sectors, the KD campaign has achieved significant reach and positively influenced a large audience. The collaborative approach has been instrumental in raising awareness and empowering individuals to prioritize their data privacy in the digital age.

- 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 Kabataang Digital Campaign offers various platforms for accessibility, including the official website and YouTube Channel:

- Website: <https://privacy.gov.ph/kd/>
- YT Channel: <https://www.youtube.com/@KabataangDigital>

- 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):

The *Kabataang Digital* campaign has encouraged various private sectors on launching their own initiatives on youth privacy.

- <https://mb.com.ph/2023/02/24/look-meta-introduces-new-webtoons-on-teen-privacy-and-safety/>
- <https://www.rappler.com/technology/internet-culture/npc-globe-team-up-digital-privacy-training-kids-free-book/>
- [Digital: Google, National Privacy Commission launch Kabataang Digital campaign on YouTube - adobo Magazine Online](#)
- [National Privacy Commission Holds Kabataang Digital Advocacy Campaign | eLegal Philippines](#)

