



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: | The Federal Commissioner for Data Protection and Freedom of Information (BfDI) | |
| Person completing this form: | Anne-Katrin <i>First name</i> | Weigmann <i>Last name</i> |
| Job title: | Administrative officer in the area of public relations | |
| Email address: | oea@bfdi.bund.de | |

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 BfDI developed the children's information series "Die Daten-Füchse" ("The Data Foxes") in order to raise awareness of the topic of data protection, especially among younger children aged 4 to 11, in a way that is appropriate for the target group. The initiative presented here implements this information series, which was initially published in the form of Pixi books known and loved by children, as short narrative and explanatory videos. The concepts of privacy and data protection as well as transparency and freedom of information are vividly explained with examples of situations familiar to children and at the same time supplemented with practical advice and behavioural tips.

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

In order to implement our information mandate from Art. 57(1)(b) of the GDPR in a child-friendly and sustainable way, we have created the Pixi information series "Die Daten-Füchse" ("The Data Foxes") in cooperation with Carlsen Verlag. At the beginning, the series was exclusively in book form, and the three main characters - Samuel, Greta and Yonas - helped children learn why data protection and freedom of information are important.

So far, the Pixi books "Das ist privat!" ("This is private") and "Was ist Datenschutz?" ("What is data protection?") have been produced with over 640,000 copies each. We receive orders from families, kindergartens, schools and libraries. But we are also contacted by many data protection officers from companies, banks, insurance companies and public authorities as well as by non-profit associations and institutes. In order to respond to the high demand for Pixi books, which for licensing reasons can only be offered in print form, and to provide barrier-free access to the information, we decided to additionally implement the content in narrative and explanatory videos.

In July 2022, the video story on "This is private!" and the six information videos on "What is data protection?" were published on our website. In the video story, Samuel, Greta and Yonas are of kindergarten age and experience what privacy means in everyday situations. For example, Greta disturbs her father with many questions while he is on the toilet or big sister Mareike is surprised by Greta while reading a love letter. The six information videos cover the topics, "You and your data", "What is private?", "On the trail of data collectors", "Who protects my data?", "More security on the internet" and "Tips for emergencies". In these episodes, data protection problems are explained to children of primary school age using everyday examples and solutions are shown.

The video story for "But why?!" is scheduled to appear in June 2023. The Pixi book was published in December 2022. It is again aimed at kindergarten children and explains why transparency is important. The publication of the six information videos on "What is freedom of information?" is planned for the third quarter of 2023. With the topics "How does democracy work?", "What is transparency?", "5 questions - 1 request", "Freedom of

information and data protection", "Achieving your goal with a citizens' initiative" and "2 other important laws", the main points of the freedom of information law are illustrated for primary school pupils in a target group-oriented way.

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

As a result of a focus group test we conducted on the "Attitudes of children and young people to the topic of data protection" with children aged 9 to 16, it turned out that children of primary school age in particular are most likely to deal with the topic of data protection in an unprejudiced manner and are receptive to corresponding sensitisation. A timely, playful familiarisation with the subject matter at this age gives hope for a more natural and conscious handling of personal data in the digital world later on, e.g. in social networks or the like.

Since most information and awareness campaigns for children address the target group of 10 years+, we decided to consciously develop an offer for a younger target group. The information series "Die Daten-Füchse" ("The Data Foxes") picks up children with stories from their everyday lives and explains in an easily understandable way why topics such as privacy or transparency are important for everyone - and thus especially for them as children. In this way, awareness of data protection and freedom of information is conveyed at an early age in a playful and amusing way with a high level of practical relevance. As younger children often watch the books or videos together with their parents or grandparents, an important group of adults who might otherwise not have dealt with the topic is also informed as a side effect.

In parallel to the books and videos, worksheets and information material will be offered in the future, which will enable the media to be used in school lessons or kindergartens. We are thus expanding the target group to include educators and teachers.

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)*

In the appendix you will find examples of cover images of the videos. Furthermore, we have included the cover pages of the four Pixi books published so far, to which the videos refer.

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*)

All previously published videos of the children's information series "Die Daten-Füchse" ("The Data Foxes") can be viewed free of charge via the link www.bfdi.bund.de/pixi-videos. Optionally, the display of subtitles can be selected.

The videos currently being implemented in relation to the books "But why?!" and "What is freedom of information?" will be published in the third quarter of 2023 at the latest and will also be available under the above link as soon as they are published.

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*):

In December 2022 we received a request from the association "Linux User Group Bozen" from South Tyrol. This is a non-profit association founded in 2001, more information can be found at <https://www.lugbz.org/who-are-we/>. The request included the release of publication rights in order to repeat our information campaign for children locally and to adapt it to the regional and Italian framework in the field of privacy and data protection. Of course, we have given our consent.

In this context, we also made the decision to have all videos dubbed again and additionally in English. In this way, we hope to make the children's information series accessible to an even broader target group, for example to refugee or immigrant families who cannot yet speak German well enough.

Various web articles from other, independent sources have drawn attention to our children's information offer. The following links will give you an impression of our success:

- <https://table.media/bildung/analyse/pixi-buecher-datenschutz-spielerisch/>,
- <https://mainkind-magazin.de/kostenlose-pixi-buecher-der-datenfuechse-zu-seepferdchen-und-informationsfreiheit/>,
- <https://artikel91.eu/2021/12/20/datenschutz-fuer-die-kleinsten-pixi-buecher-von-der-aufsicht/>,
- <https://t3n.de/news/bfdi-pixi-datenschutz-privatsphaere-1434750/>,
- <https://www.ifun.de/datenschutz-als-pixi-buch-vom-bfdi-gratis-fuer-kinder-183977/>
- <https://nicolewerner.com/daten-fuechse-pixi-buecher/>
- <https://artikel91.eu/2023/01/18/die-daten-fuechse-wollens-wissen-die-neuen-bfdi-pixis/>
- <https://www.ifun.de/datenschutz-als-pixi-buch-vom-bfdi-gratis-fuer-kinder-183977/>