



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:	Personal Data Protection Service of Georgia (PDPS)
Person completing this form:	Ana Tokhadze
	<i>First name</i> <i>Last name</i>
Job title:	Head of the International Relations, Analytics and Strategic Development Department
Email address:	atokhadze@pdps.ge

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)

In September, 2022, the Personal Data Protection Service of Georgia launched an online campaign called: #MakeaHabit Personal Data Protection to raise public awareness with respect to data protection. The campaign lasted for one month, and it entailed the publication of illustrated cards which gave significant advice to data subjects during their daily activities to protect personal data.

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

On September 1, 2022, the Personal Data Protection Service of Georgia launched an online campaign to raise public awareness with respect to personal data protection and enhance respect for privacy. In a nutshell, the campaign aimed at informing data subjects about their rights and the importance of data protection. It aspired to remind data subjects about the safety measures for the sake of their data protection so that they can avoid any plausible risks or losses that may be incurred through illegal data processing.

Illustrated cards created within the campaign focused on the following problematic topics: leaving electronic devices unattended; unobserved and hasty approval of the privacy policy document; violation of direct marketing rules; rights of third parties in the distribution of private photos; anticipated negative consequences of weak password usage and advice for password selection; phishing and related threats; transfer of personal data to the third parties; cases of disclosure of professional secrets; placing information containing personal data in an accessible place to third parties; unauthorized disclosure of personal data or excessive processing of data.

The illustrated cards describe seemingly innocuous actions that data subjects face daily and can seriously harm their personal or career lives.

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

The main challenge commonly faced by data protection authorities is the lack of public awareness. Personal Data Protection Service of Georgia considers data subjects as partner stakeholders, contributing to personal data protection and efficient monitoring of the lawfulness of data processing.

Accordingly, the data subject's high awareness level will eventually result in quicker identification of alleged/possible cases of unlawful data processing activities and, on the other hand, prompt reaction on the part of the data protection authority. At the same time,

educated data subjects are indeed less vulnerable to unlawful data processing and try their best to consider the requirements of the law and respect the privacy of others.

The mentioned campaign, in simple non-legal language, made the data protection-related topics understandable and perceptible, convincing data subjects that the habit of personal data protection is one of the significant aspects of their welfare.

- 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*)



#MakeAHabit

Do not open suspicious links from unknown and untrusted senders.



#MakeAHabit

When entering passwords online or on devices/systems, **ensure** that it is **not visible** to others.



#MakeAHabit



Obtain permission before sharing the personal information of others or posting it on a social network.



#MakeAHabit

If you receive **marketing messages** during the day and they don't have an opt-out mechanism or the mechanism is not operational, **that's a violation and you shall contact us.**



#MakeAHabit



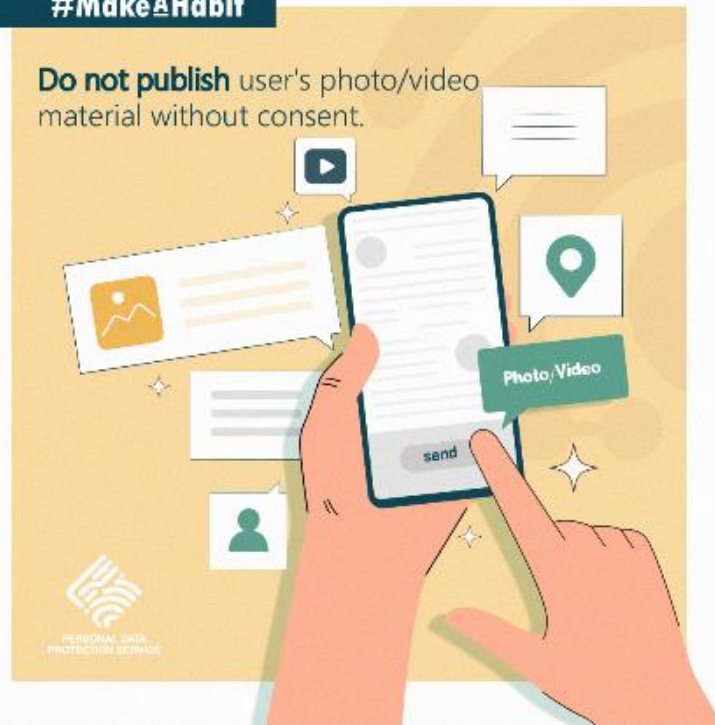
#MakeAHabit

After using electronic devices, or when leaving them temporarily unattended, **be sure to log out of personal systems or lock them**.



#MakeAHabit

Do not publish user's photo/video material without consent.



#MakeAHabit

Do not request from the user more **information** than it is necessary for the intended purpose.



#MakeAHabit

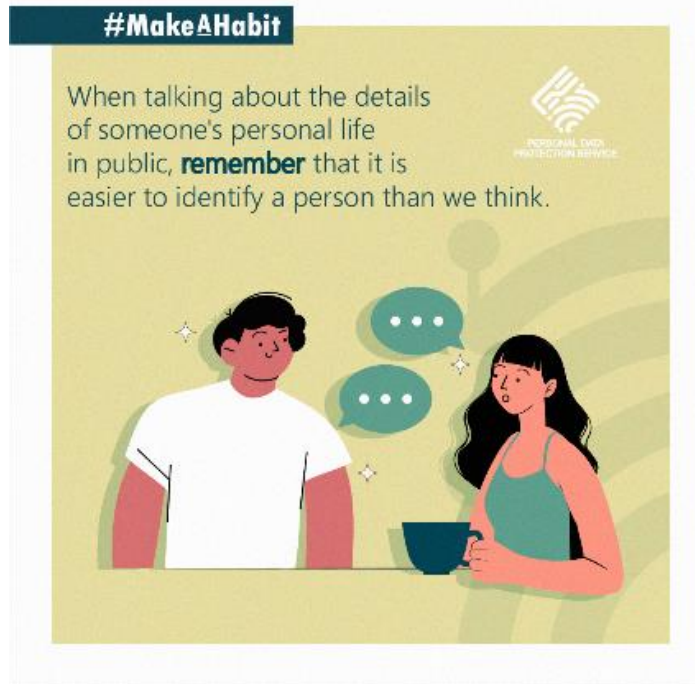
Do not leave documents containing the customer's personal information in a place accessible to others.



#MakeAHabit

Never! nobody! Do not transfer or share information obtained in the course of professional activities about users' personal information for non-professional purposes.





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)

<https://personaldata.ge/en/library/post/8415>

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 Cards were shared via Social Media:

<https://www.facebook.com/media/set?vanity=PDPSGeorgiaOfficial&set=a.150524724275331>

One of the Georgian TV channels broadcasted information about the campaign:

<https://www.facebook.com/shuadge.rustavi2/videos/1065389717462732>