



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 Institute of Transparency, Access to Information and Protection of Personal Data (INAI Mexico)

Institute of Transparency, Access to Public Information, Protection of Personal Data and Accountability of Mexico City (INFOCDMX)

Person completing this form: Josefina Román
Arístides Rodrigo Guerrero
First name Last name

Job title: INAI's Commissioner
INFOCDMX's Commissioner

Email address: josefina.roman@inai.org.mx

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:*

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.

- 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 "Privacy Route" has been set up as a national socialization crusade, to reflect the importance of the protection of personal data as a human right among the Mexican society. Through the coordination and institutionalization by the local authorities headed by the INAI, and the inclusion of the private and social sector, the objective is to create awareness of the right to the protection of personal data and the privacy in de Mexican Republic.

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

Within the framework of the International Day for the Protection of Personal Data that is celebrated on January 28 of each year, the National Institute for Transparency, Access to Information and Protection of Personal Data (INAI), through its Commission for Protection Regulations of Personal Data, in coordination and joint collaboration with the Guarantor Agencies of the participating States and the Personal Data Protection Commission of the National Transparency System (SNT), promoted and promoted the "Privacy Route".

The foregoing, through the coordination and institutionalization of the Privacy Route throughout the country by the guarantor agencies headed by the INAI, and with the sum of authorities, as well as the private and social sector, to achieve the guarantee of the right to the protection of personal data and privacy among Mexican society.

It is an exercise of institutionalization throughout the country of the right to protection of personal data, in which the participation and cooperation of all actors is sought to make visible the importance of establishing transversal actions for data protection and privacy, with a focus of human rights. The foregoing, through the holding of a forum, consisting of holding an inaugural act, a panel, a keynote speech and, recently, in 2023, optionally for local authorities, holding workshops on privacy notice, security document, voluntary self-regulation audits and best practices.

Also the project resulted in a book entitled "Memories of the Privacy Route", presented at 2022, which seeks to socialize and disseminate among the general public, experts, authorities and any person, the experiences shared by the national and international Speakers, aimed at achieving ethical use. and harmony between the right to data protection and artificial intelligence, in which we raise awareness about co-responsibility, those responsible and owners who implement it.

From January 2022 to June 2023, 19 privacy routes have been held throughout the country; namely, Mexico City, State of Mexico, Yucatán, Hidalgo, Chihuahua, Nuevo León, Veracruz, Michoacán, Guerrero (2 editions), Quintana Roo, Tlaxcala, Querétaro, Oaxaca (2 editions), Zacatecas, Sonora, Guanajuato, and Nayarit.

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

The Privacy Route must be recognized by the GPA Global Privacy and Data Protection Awards, since through this initiative it seeks to sow the seed of awareness in each and every one of the Mexicans about the importance of the right to protection of personal data. as a fundamental human right, as well as the need to guarantee the privacy of all people, within the framework of an interconnected world.

Likewise, it is considered that the Privacy Route is an instance that makes visible the instrumental value of the right to personal data protection, as a mechanism to achieve other human rights, such as education, health, equality, among others.

In this sense, it is considered that the project is unique among the privacy authorities, since it not only exposes the relevance of the right to protection of personal data, but also how it can be used to improve the life of each Mexican.

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 privacy routes have been broadcast on INAI's social networks and the local authorities websites; as shown below:

1. https://www.youtube.com/watch?v=d3JUH6_mVcM (Ciudad de México)
2. <https://www.youtube.com/watch?v=FKfi8TtLZGc> (Chihuahua)
3. <https://www.youtube.com/watch?v=2PLrF0yxirw> (Veracruz)
4. <https://www.youtube.com/watch?v=023JH5Z9FeY> (Hidalgo)
5. https://www.youtube.com/watch?v=G_3OxyCV72M (Michoacán)
6. https://www.youtube.com/watch?v=tx2ilAZdG_4 (Nuevo León)
7. <https://www.youtube.com/watch?v=1uFwJpBiLGg> (Oaxaca)
8. https://www.youtube.com/watch?v=Bg_TaBQ5kZE (Quintana Roo)
9. <https://www.youtube.com/watch?v=USD02rPhpEs> (Guerrero)
10. <https://www.youtube.com/watch?v=2Dy2KSF8L5E> (Tlaxcala)
11. <https://www.youtube.com/watch?v=6-3yqVnp4ZA> (Zacatecas)
12. <https://www.youtube.com/watch?v=w57uGmyQgIU> (Querétaro)
13. <https://www.youtube.com/watch?v=Lnl-f4bxZ20> (Yucatán)
14. <https://www.youtube.com/watch?v=LVYUxl1NCVc> (Estado de México)
15. <https://www.youtube.com/watch?v=OtIXIb0ISis> (Sonora)
16. <https://iacip-gto.org.mx/wn/Sala%20de%20Prensa/arranca-ruta-de-la-privacidad-2023-en-guanajuato/> (Guanajuato)
17. <https://www.youtube.com/watch?v=UQGh3EI-C64> (Guerrero)
18. <https://www.youtube.com/watch?v=7jr-6a3Fj18> (Oaxaca)

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*):

Memories of the Privacy Route: https://home.inai.org.mx/wp-content/documentos/Publicaciones/Documentos/memorias_ruta_privacidad.pdf

Reports rendered by the Personal Data Protection Commission 2021 - 2022: <https://snt.org.mx/cpdp/wp-content/uploads/2.-Datos-2022.pdf>