



## 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](mailto: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 6.2<sup>1</sup> applies.

#### 1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection Authority:	Transparency, Access to Public Information and Protection of Personal Data of the State of Mexico and Municipalities Institute (Infoem)	
Person completing this form:	José <i>First name</i>	Martínez Vilchis <i>Last name</i>
Job title:	President	
Email address:	jose.martinez@infoem.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:*

- ☒ Education and Public Awareness
- ☐ Accountability
- ☐ Dispute Resolution and Enforcement
- ☐ Innovation

<sup>1</sup> [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 "**Stealing Data Villain**" is part of the Monitor Program for Transparency and Protector of my Personal Data. Is aimed at children and adolescents, and seeks to contribute to the formation of more transparent and honest citizens, who recognize their fundamental rights and are nourished by information that allows them to enhance access to information and protection of personal data, as well as to raise awareness about the risks to which they are exposed when browsing the Internet.

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

As part of the actions to promote the exercise of the right of access to information, the protection of personal data and the prevention of risks that exist in the digital world, Infoem has created the "**Stealing Data Villain**" whose purpose is to promote a culture of transparency and data protection among the population, especially in the child and youth sectors.

The objectives are that the participants become vigilantes of government actions on issues that benefit them, such as health and education, among others, since through playful activities such as snakes and ladders, lottery, cat, etc. participating girls, boys and adolescents identify with the values associated with transparency, accountability and know how to exercise the right of access to information.

On the other hand, regarding the right to the protection of personal data, the "**Stealing Data Villain**" has eight arms that represent anti-values such as evil, danger, false identity, cheating, theft, corruption and espionage; and makes visible the main risks of sharing personal data on the internet through its eight tentacles, so it is possible to know the main crimes committed in the digital world, which opens the pattern for girls, boys and adolescents to learn how to protect themselves from each of them and generate self-awareness that, by taking care of their personal information, they are the ones who can become heroes of personal data protection and help other people to exercise this right.

Since September 8, 2022 of this year, the National Institute of Copyright granted Infoem the exclusive use of this character.

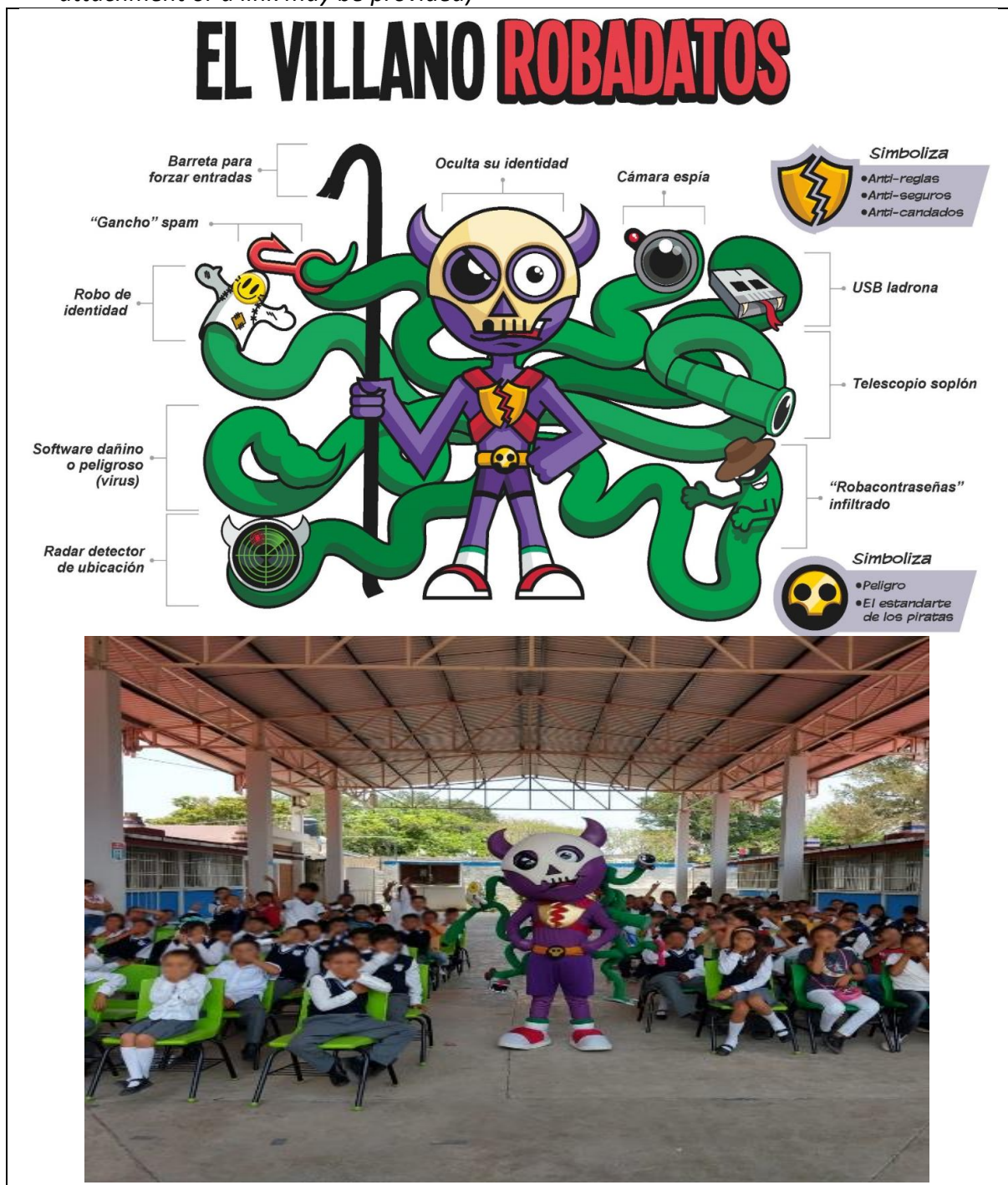
**c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)**

With the "**Stealing Data Villain**", Infoem, as the guarantor body, renews its commitment to the dissemination and promotion of fundamental rights to the rights of access to information and the protection of personal data, among the population, since it makes talks, recreational activities and educational material available to society, with the aim of raising awareness among children and young people about what information they can request and also about mechanisms to avoid being victims of digital crimes; since according to figures from the National Survey on Availability and Use of Information Technologies in Homes (ENDUTIH) 2021, more than 12 million Mexicans use the internet; of this figure,

almost 25 percent are between 6 and 17 years of age, which makes it essential to implement mechanisms so that this sector of the population knows the value of their personal data and knows how to protect them in the digital environment through a funny way.

The "Stealing Data Villain" booty is a character created by Infoem and there is nothing like it anywhere else.

- 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)

[https://www.infoem.org.mx/doc/publicaciones/2023/20230322\\_dipticovillanoDP2023.pdf](https://www.infoem.org.mx/doc/publicaciones/2023/20230322_dipticovillanoDP2023.pdf)  
<https://www.infoem.org.mx/es/contenido/iniciativas/monitor-de-transparencia>

- 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):