



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: Information Commissioners Office

Person completing this form: Jack Harvey
First name *Last name*

Job title: Head of Technology

Email address: Jack.harvey@ico.org.uk

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 ICO's Technology Department published guidance in February 2023 to help organisations practically implement data protection in the product design lifecycle.

The guidance explains how to apply data protection principles at key stages throughout product development to a product design audience.

The team engaged with multiple cross-sector product teams to gather insights and develop the guidance and launched the final guidance at a specific design and privacy conference with over 1,100 attendees.

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

The way digital products are designed and built impacts how people understand how their data is used, how to control it and if the product complies with data protection law.

However, there is little practical support to help practitioners who make design decisions in digital products understand data protection and empower them to design better experiences with privacy in mind.

The 'Privacy in the product design lifecycle' guidance provides practical advice for design and product teams to think about important data protection issues in context of designing digital products. It breaks the product design lifecycle down into key stages such as Kick-off, Design, Research and Launch, and describes when and how to think about data protection issues at each stage. The guidance is concise and uses language appropriate for design teams. It is structured in terms of what you 'must', 'should', and 'could' do to help users navigate and prioritise actions accordingly.

The project involved research with multiple stakeholders of varying scales and sectors to ensure content was relevant, actionable and representative of best practice across industry.

The guidance will continue to evolve. Over the coming months, ICO will develop specialised tools for practitioners to use alongside the guidance to apply theory to practice.

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

The 'Privacy in the product design lifecycle' guidance contextualises data protection for a new audience, design and product teams, who have potential to greatly improve the

privacy experience for citizens. The ICO is one of the only regulators who is creating practical guidance for the design and product community.

The approach to developing the guidance was collaborative, multidisciplinary, iterative and led by research. Organisations of varying scales and sectors fed into it's development, sharing real-world challenges with addressing data protection in digital products and best-practice examples of how data protection can be integrated into product design activities. The project demonstrates a novel approach to creating and publishing guidance with industry input that ensures content is actionable and relevant.

The ICO ran the 'Privacy by design: Privacy Seriously' conference to launch the guidance to an audience of over 1,100 attendees. The event included talks and panels with international experts and practitioners discussing critical issues in design and privacy.

- 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://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/designing-products-that-protect-privacy/privacy-in-the-product-design-lifecycle/>

- 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):*

<https://ico.org.uk/about-the-ico/media-centre/news-and-blogs/2023/03/ico-shares-resources-to-help-designers-embed-data-protection-by-default/>

<https://www.digit.fyi/ico-releases-new-data-protection-guidance-for-tech-teams/>

<https://twitter.com/ICOnews/status/1635316573870211072?s=20>