



## 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:	Spanish Data Protection Agency	
Person completing this form:	Julián	Prieto
	<i>First name</i>	<i>Last name</i>
Job title:	Deputy Director for Promotion & Authorizations	
Email address:	<a href="mailto:sgpromocion.autorizaciones@aedpd.es">sgpromocion.autorizaciones@aedpd.es</a>	

#### 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

<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)**

Spanish Data Protection Authority and UNICEF Spain launched '**More than a mobile**' campaign in November 2022, aimed at offering families the keys to privacy, security, and data protection, to consider before giving away to their sons and daughters their first mobile phone. This campaign has obtained the support of the main Spanish media and has been disseminated so that all families have access to the decalogue of advice offered by the campaign.

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

Teenagers handle technology from a very early age, they know how to move around the applications perfectly, download content, search for videos, browse..., but these activities are not always carried out with informed judgment, and they are not always aware of the risks to which they may be exposed. In this sense, the supervision of families begins to be diluted when they are given their own device. According to data from the UNICEF Spain report "Impact of technology on adolescence", the average age for access to the first mobile device for personal use in Spain is before 11 years of age. In addition, the report shows that almost 95% of adolescents have a mobile phone with an Internet connection and 1 in 3 adolescents make problematic use of the Internet. and social networks.

Regarding the risks that the use of the mobile phone may entail, 42% of the students surveyed to carry out the study stated that they had ever received messages of erotic-sexual content, 1 in 10 had received a sexual proposition from an adult through social networks, chats, the Internet or video games, and 1 in 5 could be suffering from cyberbullying.

This motivated the campaign 'More than a mobile', which includes the decalogue 'The guide that does not come with the mobile', which includes guidelines and recommendations to encourage dialogue and for families to actively participate in the education of their children, transmitting values and sufficient information to guarantee both a responsible use of the mobile phone and the rights of boys and girls also in the digital environment.

This campaign has been the first in which the main Spanish telephone operators have participated in its dissemination, disseminating the campaign contents free of charge, and including a QR code to download the decalogue with the campaign advice, in devices offered for sale. In addition, the free broadcast carried out by the Spanish general television channels has made 'More than a mobile' the most successful campaign in the history of the AEPD, with more than 300 million visits and downloads.

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

"More than a Mobile" campaign that we present to these awards is a transversal campaign, with guidelines that can be extrapolated to any country in the world, hence its usefulness,

its marked global spirit as a tool that helps us as a society to face the challenges that They expose us to the technological advances of the 21st century.

The problematic access and use of information and communication technologies by children at very early ages is a reality that has serious consequences for their integral development as individuals, as well as for their family and social environment.

Educating and creating the conditions for children to make reasonable and sustainable use of digital technology is the responsibility of society as a whole and especially families.

The AEPD has worked in collaboration with UNICEF, as the UN agency that watches over the rights of children, in the preparation of a guide with keys that families should know before giving their children their first device. The campaign has been disseminated by television channels, telephone operators and the educational community.

The most important thing is that the campaign is freely available to all of society, including families, educational centers, companies, and public administrations.

- 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*)

<https://www.aepd.es/sites/default/files/2022-11/mas-que-un-movil-3-hablar.png>

- 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.aepd.es/es/documento/la-guia-que-no-viene-con-el-movil.pdf>  
<https://www.aepd.es/es/mas-que-un-movil>  
<https://www.aepd.es/es/prensa-y-comunicacion/notas-de-prensa/la-aepd-y-unicef-espana-ofrecen-las-familias-las-claves-que>  
<https://www.tudecideseninternet.es/es/padres-y-profesores/control-parental>  
<https://www.aepd.es/es/areas-de-actuacion/internet-y-redes-sociales/protege-tu-privacidad>  
<https://www.aepd.es/es/documento/infografia-consentimiento-menores.pdf>  
<https://www.aepd.es/es/canalprioritario>  
<https://www.aepd.es/es/documento/responsabilidad-menores-padres-madres.pdf>

- 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://www.youtube.com/watch?v=8FPA1MwOiz0>  
<https://www.youtube.com/watch?v=8FPA1MwOiz0>  
<https://www.instagram.com/p/CsqmXmVoARo/>  
[https://www.youtube.com/watch?v=2q\\_1ySJajOE](https://www.youtube.com/watch?v=2q_1ySJajOE)  
<https://www.europapress.es/epsocial/responsables/noticia-aepd-unicef-lanzan-campana-claves-tener-cuenta-padres-regalar-movil-hijos-20221110134753.html>

[https://fundacion.atresmedia.com/actualidad/la-fundacion-atresmedia-colabora-con-la-aepd-y-unicef-espana-para-ofrecer-a-las-familias-las-claves-que-deben-tener-en-cuenta-al-regalar-un-movil-a-sus-hijos-e-hijas\\_2022120963936012331539000102d6d5.html](https://fundacion.atresmedia.com/actualidad/la-fundacion-atresmedia-colabora-con-la-aepd-y-unicef-espana-para-ofrecer-a-las-familias-las-claves-que-deben-tener-en-cuenta-al-regalar-un-movil-a-sus-hijos-e-hijas_2022120963936012331539000102d6d5.html)  
<https://www.rtve.es/play/videos/la-aventura-del-saber/mar-espana-nacho-guadix-campana-mas-movil/6747551/>