



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:	The Office of the Privacy Commissioner for Bermuda (PrivCom)	
	Alexander	White
Person completing this form:	<i>First name</i>	<i>Last name</i>
	Privacy Commissioner	
Job title:		
Email address:	amw@privacy.bm	

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)

As part of Data Privacy Week in January 2023, PrivCom Bermuda hosted a series of interactive events and workshops - such as a tea party for seniors or a webinar on AI - that touched different facets of the island of Bermuda's community. As part of this week, our initiative "Privacy Hour for Children & Teens" created a customized curriculum for schoolteachers to use to talk about privacy issues with their students.

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

For International Data Privacy Day, PrivCom planned a week of activities, with a local theme of "We Hear You" to encourage the community to bring forward their privacy questions and concerns.

The week started with by introducing "Privacy Hour for Children & Teens" (similar to the popular "Earth Hour" campaign). "Privacy Hour" called for 1 hour dedicated to raising awareness with students being more mindful when engaging online. Seventy-three school groups participated, from nursery and preschools: to elementary, middle & high schools, both public and private schools.

Each individual classroom was able to use a link to access a video from our office with messages from the Minister for Education and the Privacy Commissioner. PrivCom created electronic packs that provided resources that were customised to the age level. For example, the youngest students were given simple stories and colouring exercises and the oldest students were invited to a "Hackathon". For different ages, parents were given materials on age-appropriate conversations along with template "Family Agreement" checklists to help guide those conversations. The colouring exercises were built around the theme of a sea turtle and the idea of shells and protection; students submitted their suggestions in a contest to name our office's new turtle mascot. In addition to original materials, we also utilized resources available from international groups like Stay Safe Online and Childnet.com.

Data Privacy Week continued with workshops and guided discussions attended by dozens; a Senior's Privacy Tea Party for older persons served along with tips and tricks, joined by the Minister of Social Development and Seniors; an online, interactive workshop for Bermudian entities on risks of Artificial Intelligence attended by approximately 100 people; and a special roundtable discussion for non-profits, NGOs, and charities to share their thoughts, questions, and challenges with privacy compliance.

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

PrivCom's Data Privacy Week 2023 was designed to be a collaborative approach to raising awareness throughout the community, from turtle-colouring nursery students at the age of 3 years to senior members of the community celebrating over eighty years of age.

In reaching out to these groups, we also engaged their immediate family. By raising awareness of privacy issues these different groups face, we build in the community a culture where privacy is valued – since there is not a long precedent for our new law.

We engaged with school officials, teachers, and a range of individuals and businesses across Bermuda’s community. Videos and speeches by government ministers not normally associated with privacy or technology helped spread the message that these issues are universal and important.

The week gave our office a forum to improve the community’s understanding of these issues - and also gave us valuable perspective on what is important to the community. These useful insights on questions and priorities were then used to inform our planning for awareness initiatives throughout the year.

As a small office, this was a full-team effort, with PrivCom’s entire staff working together supporting the schools and entire community with queries, details, and privacy questions.

- 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.privacy.bm/files/ugd/f70f79_e923e00006df408aaf64dc7b0c0433d1.pdf

- 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*)

For all events during the week, see [Data Privacy Week 2023 | PrivComBermuda](#)
For access to the materials for Privacy Hour, see <https://www.privacy.bm/data-privacy-week-school-packs> (password: Bermuda23) [For GPA use only]

- 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.royalgazette.com/general/news/article/20230109/privacy-commissioner-hosting-workshops-on-ai-and-its-uses/>
<https://bernews.com/2023/01/privcom-to-host-data-privacy-week/>
<https://bernews.com/2023/01/minister-furbert-attends-data-privacy-tea-party/>