



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 Commissioner's Office (ICO)

Person completing this form: Andrew White
First name *Last name*

Job title: Group Manager – Innovation Advice

Email address: Andrew.White@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)

Innovation Advice is a dedicated service to provide direct, bespoke, and fast advice. The service is available to any organisation, of any size, during the design phase of their project, where they are looking to innovate with personal data.

The service offers organisations the opportunity to consult with the ICO directly, to receive assured regulatory advice in response to a question they have about compliance with the legislation.

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

The aim of this service is to provide regulatory certainty. Having access to bespoke advice and support from the regulator when developing new business models, products and services will provide clarity about the baseline standards expected. This will enable organisations to execute their plans for innovative use of personal data, working with certainty and confidence to bring these products and services to market.

In providing a service that delivers tailored responses to specific data protection questions within a 10-15 working day window, time is available for engagement with applicants to understand the problem being faced and what regulatory resources are best placed to assist with the answer.

It is about using the ICO's wealth of knowledge to help organisations comply with the legislation when designing or implementing their innovative product, service, or business model. The service will empower them in the development and implementation of responsible innovation and enable sustainable economic growth and prevent potential harms.

Innovation Advice will reduce compliance costs and time through the support we offer. A suite of anonymised questions and answers for organisations will also be published on the ICO website for organisations who may be facing similar compliance questions.

What is innovation?

When we talk about innovation, we mean a new or significantly adapted way of using personal data. This could include the development of new services or products or creating efficiencies in how these are delivered.

For example, the use of new technologies when offering an enhanced service to customers or using novel ways to increase business efficiencies.

The launch of the new service follows a proof-of-concept study which the ICO commissioned last year. Nearly two-thirds of innovators surveyed stated that a direct, tailored advice service would make them want to innovate more within the UK than they currently do.

Additionally, multiple organisations stated that the knowledge of having such a service available in the UK would significantly encourage innovation to take place in the UK.

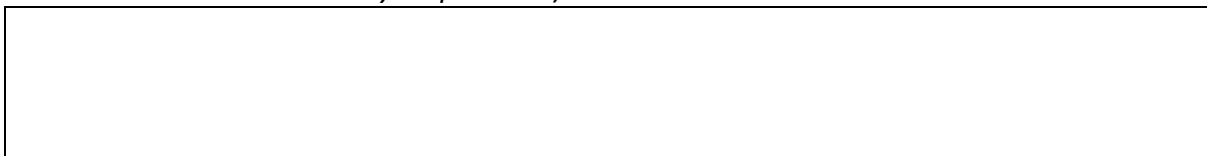
c. Please explain why you think the initiative deserves to be recognised by an award
(no more than 200 words)

In identifying and delivering a service that has been sought by UK enterprises, the ICO recognises the value in providing support to new and emerging projects that underpin the use of personal data in driving the economy through innovation.

By listening and evolving to the market requirements, the ICO is setting the standard in taking a 'whole economy' approach to regulation and evolving to adapt to the needs of our customers in their desire to grow.

The Innovation Advice service is a leading example in the ICO's deployment of its knowledge and experience to assist project developers. In offering a range of services to suit different needs, the ICO continues to demonstrate that regulatory oversight should include a partnership approach that promotes and shares best practice, building in good data protection practice from the start.

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*)

[Innovation advice service | ICO](#)

- 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=jfJwwNolwqY> – a podcast with CIPL that explains to their members what Innovation Advice hopes to deliver and how to engage with the service.

[How the ICO helps to create an innovative economy - Cynozure](#) – an article and podcast setting out the context of the ICO's offerings within the innovation space.

[POLITICO Pro Morning Tech UK: MI5's new unit — Inside the race to rescue SVB UK — Dial 9 for the ICO – POLITICO](#) – a reference to the launch of the service and its intended audience (under Privacy)