GPA Global Privacy and Data Protection Awards 2024

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 17 June 2024.

1. CONTACT DETAILS FOR THIS ENTRY

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.

Privacy/Data Protection Authority:		Information and Privacy Commissioner of Ontario	
		Andrea	Corlett
Person completing this form: _			
		First name	Last name
		Director of Communications	
Job title:			
		andrea.corlett@ipc.on.c	<u>ca</u>
Email address:			
2. ELIGIBILITY			
By submitting this entry, I confirm that (please tick all boxes to confirm):			
\boxtimes	The initiative described in this entry was undertaken since January 2022.		
\boxtimes	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:			
\boxtimes	Education and Public Awareness		
	Accountability		
	Dispute Resolution and E	nforcement	
	Innovation		
	People's Choice		
4. DESCRIPTION OF THE INITIATIVE			

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.

¹ GPA Rules and Procedures, Rule 6.2 'Assembly documents':

a. Please provide a brief summary of the initiative (no more than 75 words)

In 2023, the IPC intensified its efforts to champion the access and privacy rights of Ontario's children and youth in a digital world. With the input of IPC's Youth Advisory Council, our office has expanded the reach of our advocacy work to bring younger audiences into the conversation and equip them with vital tools they need to navigate the digital future. Our efforts focus on the dual objective of protecting *and* empowering children and youth.

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

The IPC's strategic priority, <u>children and youth in a digital world</u> is focused on championing the access and privacy rights of young Ontarians by promoting their digital literacy and the expansion of their digital rights while holding institutions accountable for protecting the children and youth they serve.

In 2023, our office launched a series of new youth-focused initiatives to empower the next generation of digital citizens. Key projects include:

The IPC Youth Advisory Council

In 2023, the IPC assembled a Youth Advisory Council (YAC) composed of remarkable young people from diverse communities and backgrounds. The YAC members have shared their perspectives on the challenges and risks of the digital world, provided input on youth-focused initiatives, and championed privacy and information access rights among their peers.

Youth-focused social media campaigns

In 2023, the IPC launched several social media campaigns targeted at youth. Our original characters and storylines teach younger audiences about privacy in engaging ways. "Privacy Monsters" like Hackenstein and Decrypt Keeper teach youth about risks to online privacy, while "privacy horoscopes" remind them of ways to keep their data safe.

Privacy Pursuit! lesson plans

Privacy Pursuit! is a set of lesson plans to help teach students about privacy and data protection online. Each lesson plan covers topics related to privacy and digital literacy, tailored to different age groups between grades two to eight. *Privacy Pursuit!* was chosen as **one of three finalists** out of nearly 75 entries for 2023's IAPP <u>Privacy Innovation Awards</u> in the North America and Latin America regions.

Digital Privacy Charter for Ontario Schools

Schools play an essential role in preparing youth to become responsible digital citizens. The IPC developed its <u>Digital Privacy Charter for Ontario Schools</u> to support educators and school boards in this role. The charter establishes a set of twelve privacy best practices schools can undertake to both protect and empower students. These commitments provide an opportunity for schools to demarcate their leadership by being proactive and assertive in their pledge to protect privacy. By adopting the Digital Charter, schools can support students' privacy education and reaffirm their commitment to students, parents and communities.

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

Most privacy-related content is directed at adults and professionals. But really, it's young people who are most in need of privacy education and who represent our hope for the future. They're growing up in a digital world, and cybersecurity will be even more vital to their personal and professional lives than it already is for the rest of us.

That said, concepts related to privacy and cybersecurity can be difficult to explain to children and youth, often feeling abstract and distant. The IPC's youth-focused initiatives present this information in a format that is simple, accessible, and fun for young people. Our *Privacy Pursuit!* lesson plans and social media campaigns leverage gamification to keep audiences engaged. Meanwhile, our lesson plans and the Digital Privacy Charter recognize the crucial role that schools and educators play in the development of digital literacy.

The formation of the IPC Youth Advisory Council has been a vital step in this work. Through regular online meetings, members of the Youth Advisory Council continue to provide us with a window into the privacy, identity, and reputational struggles young people face online, helping us better focus our efforts on the areas where it counts the most.

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)

See attached file(s):

GPA_Youth_1

GPA_Youth_2

GPA_Youth_3

GPA_Youth_4

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.ipc.on.ca/en/about-us/ipcs-youth-advisory-council

https://www.ipc.on.ca/en/privacy-individuals/privacy-pursuit-lesson-plans

https://www.ipc.on.ca/en/privacy-organizations/digital-privacy-charter-for-ontario-schools

https://www.instagram.com/ipc.ontario/

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):

On being chosen as an IAPP Privacy Awards finalist: https://westin.iapp.org/connect/annual-awards/iapp-privacy-innovation-awards/

Two appearances by the Commissioner on Stephen Hurley's *voicEd* podcast:

- https://voiced.ca/podcast_episode_post/privacy-pursuit-mediacy-literacy-week/
- https://voiced.ca/podcast_episode_post/privacy-pursuit-with-ontario-information-and-privacy-commisssioner-patricia-kosseim/

Discussion of the Digital Privacy Charter for Ontario Schools with University of Ottawa professors Jane Bailey and Valerie Steeves:

• https://www.ipc.on.ca/en/media-centre/podcast/s3-episode-10-best-season-three