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.

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\(^1\) applies.

### 1. CONTACT DETAILS FOR THIS ENTRY

| Privacy/Data Protection Authority: | Personal Information Protection Commission (PIPC)  
Commission Nationale de l’Informatique et des Libertés (CNIL) |
|-----------------------------------|-------------------------------------------------------------|
| Person completing this form:      | PIPC : Jeongsoo LEE  
CNIL : Jennifer ELBAZ |
| Job title:                        | PIPC : International Cooperation Division Deputy Director  
CNIL : Digital education project manager |
| Email address:                    | PIPC : jeongsoolee@korea.kr  
CNIL : jelbaz@cnil.fr |

### 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

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\(^1\) 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)

Due to their regular presence online, adolescent face an increased risk of disclosing their personal data without always being fully aware of it and of the consequences of this disclosure for their life. Therefore, the CNIL and the PIPC decided to collaborate on an educational medium in the form of manhwa (Korean webtoon) - a support popular with young people - with the aim to make adolescent aware of their data protection rights.

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

According to the results of the surveys on teenagers’ activities carried out both by the PIPC and by the CNIL, a large majority of teenagers acknowledge that they have already disclosed personal information to a data controller when they are using private and/or public services. Moreover, their regular and prolonged presence online increases the risk that they disclose their personal data without always being fully aware of it and aware of all consequences for their present and future life. Therefore, it was necessary to produce an educational medium that South Korean and French teenagers can read, or even display, in order to understand and to encourage them to exercise their data protection rights.

Given the international impact of Korean culture in France within the targeted audience, the choice of an educational medium taking the form of a Korean Webtoon should have a strong and positive impact and help to develop a young audience’s awareness on data protection issues in South Korea, in France and beyond.

Regarding the content of the poster, using narrative and visual codes that are similar to those commonly used by young people in their reading or hobbies (Korean webtoon in paper format or online) should help draw their attention and maximize their focus on the personal data protection issues. Therefore, this type of medium could contribute efficiently to developing adolescents’ reflexes in preserving their own personal data.

Easy to read, print, and put at home, at school, or any place where teenagers are going and staying, the proposed poster could have a large impact in teenagers’ life. Moreover, since the CNIL and PIPC provide this digital educational material freely, it could be easily displayed in schools or places frequented by young people (e.g. schools, libraries, digital games events).

Lastly, the realization of this poster in Korean, French and English will also allow a dissemination of this educational medium beyond South Korea and France borders. Many data protection authorities face the same issues and could benefit from this educational medium by translating it into their own languages and by sharing it with their own young people.

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

Online, teenagers are quickly developing automatisms to give away their personal data without hindsight, ignoring their data protection rights and how to exercise them.
This project, resulting from a unique collaboration between two data protection authorities from two different jurisdictions, is an educational medium illustrating in the form of a manhwa (Korean webtoon) what personal data is, what personal data rights have adolescents, and how they could exercise them. Therefore, adolescents can easily understand their rights: access, rectification, opposition, erasure, and portability.

In addition, the illustrations design includes text in boxes and captions to facilitate their translation in foreign languages to ease their reuses internationally by other data protections authorities. The illustrations are also digitalized and copyright free, easing their distribution worldwide.

Finally, its digital format eases its use both in public and in private spaces. For illustration purposes, in South Korea, the poster was sent to 500 schools and promoted at popular sightseeing spots for children during May and in France, it was dispatched during a two days event on Digital Games in Paris. In both countries, it was also shared on social media platforms in order to widen its exposure to young people.

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)
YOUR DATA, YOUR RIGHTS

What is personal data?

When webiste or an app asks for your personal data, they should tell you, with words you can understand, what they intend to do with your personal data and what your rights are.

*Are you sure this is my new ticket? It's been customized personalized, isn't it good?*

You can ask what personal data are being about you, and what they want it. It is called the "right of access".

*Can you tell me what you know about me?*

Whenever you want, you can ask service providers to erase your personal data, if you stop using their services. It is called the "right to erasure".

When you're incorrect, you can ask the service provider to correct it. It is called the "right to rectification".

In return, I will let you know what your rights on your personal data are.

*Some of the data are outdated or incorrect. Should I fix them?*

You can ask organizations to stop using your personal data, as soon as you no longer want it. It is called the "right to object".

*Stop using my personal data. I don't want to receive any advertisements at all!*

You can move your data from one service provider to another one, without any opposition from the first service provider. It's called the "right to data portability".

*Oh, I like this app more. I will move my account and my data to this app.*

Now, you can exercise your rights contacting directly the organization or an authority. When it is not easy, you can do this with the help of your parents or other adults you can trust.

*I should do that. After all, protecting my personal data is my right!*

This poster co-produced by South Korea and France explains the rights you have over your personal data. They are exercised under the conditions defined by the laws of each country.

www.cnil.fr www.pipc.go.kr
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)*

As indicated, this collaborative project was subject to a joint communication by both authorities on their respective communication channels in French/Korean and English:

- **CNIL:**
  (French): « Tes données, tes droits », une affiche franco-coriène pour sensibiliser les jeunes | CNIL

- **PIPC:**
  (English): [https://m.pipc.go.kr/eng/user/ltn/new/noticeDetail.do?bbsId=BBSMSTR_000000000001&nttId=2491](https://m.pipc.go.kr/eng/user/ltn/new/noticeDetail.do?bbsId=BBSMSTR_000000000001&nttId=2491)

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)*:

The French Embassy and the Korean Embassy published the educational medium on their websites:


In South Korea, the poster was published on Children's Day and sent to 500 schools and promoted at popular sightseeing spots for children during May. The poster was also shared across social media platforms and featured on the websites of schools nationwide, thereby broadening its exposure to a wider audience of young people.

- [https://www.instagram.com/p/C6kieT8MCew/?igsh=MWo5eHE3NWtqMWVxcA=](https://www.instagram.com/p/C6kieT8MCew/?igsh=MWo5eHE3NWtqMWVxcA=)

In France, the poster was dispatched to 300 young people at a Digital Games fair in Paris on May 23rd and 24th. It is now being sent to schools and other youth-oriented organizations in all the country.