



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 6.2¹ applies.

1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection Authority:	National Institute for Transparency, Access to Information and Personal Data Protection (INAI-México)	
	Josefina	Román Vergara
Person completing this form:	<i>First name</i>	<i>Last name</i>
	Commissioner	
Job title:		
Email address:	josefina.roman@inai.org.mx	

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)

In March 2022, the INAI and the Federal Telecommunications Institute (IFT) agreed to promote data protection and the responsible use of technology through a specific cooperation agreement. Among the actions planned for 2023, the initiative "Conectad@s y protegí@d@s: Workshop on Personal Data Protection and Digital Literacy for Older Adults" is aimed at older adults to improve their understanding of data protection and digital literacy. The aim is to promote trust and security in the use of digital technologies and to adapt them to this demographic group.

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

In Mexico, an older adult is defined as someone over the age of 60 and refers to the stage when all life experience has been accumulated and most family, professional and social goals have been achieved. But it also marks the beginning of a period when people are physically, socially and economically vulnerable.

There are currently more than 15 million older adults living in Mexico, of whom approximately 9.8% use the Internet through various electronic devices, either to interact and communicate with other environments or to access information, obtain goods and services, and maintain intergenerational relationships.

While it is true that the benefits and opportunities offered to older adults using the Internet and new technologies stand out, the risks to their privacy and the protection of their personal data must also be considered.

In this context, it was agreed to promote the initiative "Conectad@s y protegí@d@s: Workshop on Personal Data Protection and Digital Literacy for Older Adults", to be carried out jointly by the INAI and the Federal Institute of Telecommunications (IFT), within the framework of the Specific Cooperation Agreement signed in March 2022, in order to promote among older adults knowledge on personal data protection, as well as skills and attitudes to effectively solve problems with digital tools and/or in digital contexts. The workshops started at the end of 2023 and will continue throughout 2024 in different states of the country with the support of the local guarantor bodies.

This activity aims to respond to the need of older adults to learn about the importance of protecting their personal data, to provide them with the "Decalogue on Personal Data Protection for Older Adults" prepared by INAI, and to offer them useful advice on how to use Information and Communication Technologies responsibly, while reducing the digital divide. All this in the knowledge that it is increasingly necessary to use technologies to purchase products and services and to carry out procedures of a different nature.

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

The initiative " Conectad@s y protegid@s: Workshop on Personal Data Protection and Digital Literacy for Older Adults" deserves recognition for its outstanding usefulness and impact in promoting data protection and digital literacy among a population that is often marginalised when it comes to digital technologies and services. In Mexico, where more than 15 million people are considered older adults, this workshop is essential.

Co-hosted by INAI and the IFT, the workshop addresses the urgent need to educate this population on the protection of their personal data and the responsible use of technology. It will also provide concrete tools, such as the "Decalogue on the protection of personal data for older adults" developed by INAI, and practical advice on how to navigate safely in the digital world.

The relevance of this initiative lies in the fact that while digital technologies offer many benefits to older people, they also pose significant risks to their privacy and security. Therefore, this workshop not only bridges the digital divide, but also empowers this demographic to participate safely and effectively in today's digital society. Its nationwide implementation, supported by local guarantor organisations, ensures its long-term impact and sustainability.

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)*

<https://home.inai.org.mx/wp-content/documentos/SalaDePrensa/Comunicados/Comunicado%20INAI-277-23.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=BFKMEtazEno>

<https://www.ift.org.mx/comunicacion-y-medios/comunicados-ift/es/el-ift-y-el-inai-presentan-el-decalogo-de-proteccion-de-datos-personales-para-personas-adultas>