



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 Privacy Commission	
Person completing this form:	ROREN MARIE <i>First name</i>	CHIN <i>Last name</i>
Job title:	Chief/Information Officer 5	
Email address:	roren.chin@privacy.gov.ph	

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)

The "Privacy in the Spotlight" is an upgraded platform of the National Privacy Commission (NPC) for delivering informative and engaging content related to privacy, safety, security, and trust online to provide information to the public, particularly the data subjects. The webcast includes discussions on emerging technologies like deepfakes and artificial intelligence, as well as practical advice on online dating safety, women's privacy, compliance checks, data breaches, and LGBTQ+ online safety.

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

The "Privacy in the Spotlight" is an initiative of the National Privacy Commission aimed at raising awareness and educating individuals, communities, businesses, and the public, particularly data subjects, about the importance of privacy, safety, security, and trust in the online world. The initiative was formatted into a webcast format which enhances its accessibility and impact.

The webcast format was chosen to present the audience with engaging and informative content covering diverse topics in data privacy and protection. These include discussions on emerging technologies like deepfakes and artificial intelligence, as well as practical advice on online dating safety, women's privacy, compliance checks, data breaches, and LGBTQ+ online safety. The webcast's interactive features allow viewers to actively participate through live Q&A sessions, comments, and suggestions, enabling participants to have their questions answered by experts.

Webcasts are particularly engaging because they combine visual and auditory elements to capture and maintain the audience's attention which creates a more immersive learning experience. The use of multimedia makes complex topics more understandable and relatable. Additionally, the webcast format is a current trend due to its flexibility and convenience allowing people to tune in from anywhere at any time.

One of the key advantages of the webcast format is its ability to transcend geographical barriers, allowing Filipinos around the world to access episodes through their mobile phones, regardless of location. This global reach ensures that Filipinos everywhere can benefit from the information and insights shared through various episodes.

The title "Privacy in the Spotlight" is symbolic, representing the tension between the desire for privacy and the reality of being in the public eye. By placing "privacy" and "spotlight" side-by-side, the webcast aims to empower individuals to navigate the complexities of privacy in an interconnected world.

Overall, the "Privacy in the Spotlight" initiative serves as a platform for promoting digital literacy, empowering individuals to make informed decisions, and fostering a safer and more secure online environment for all.

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

"Privacy in The Spotlight" deserves an award for its innovative approach, interactive format, comprehensive coverage, and significant impact on promoting privacy education and awareness.

"Privacy in The Spotlight" is the first-ever webcast-type program launched by the National Privacy Commission. This initiative has redefined privacy education by leveraging the power of social media to engage with a vast audience.

Since the beginning of 2024 alone, the initiative has reached around 100,000 viewers and garnered more than 50,000 engagements on NPC's YouTube and Facebook pages.

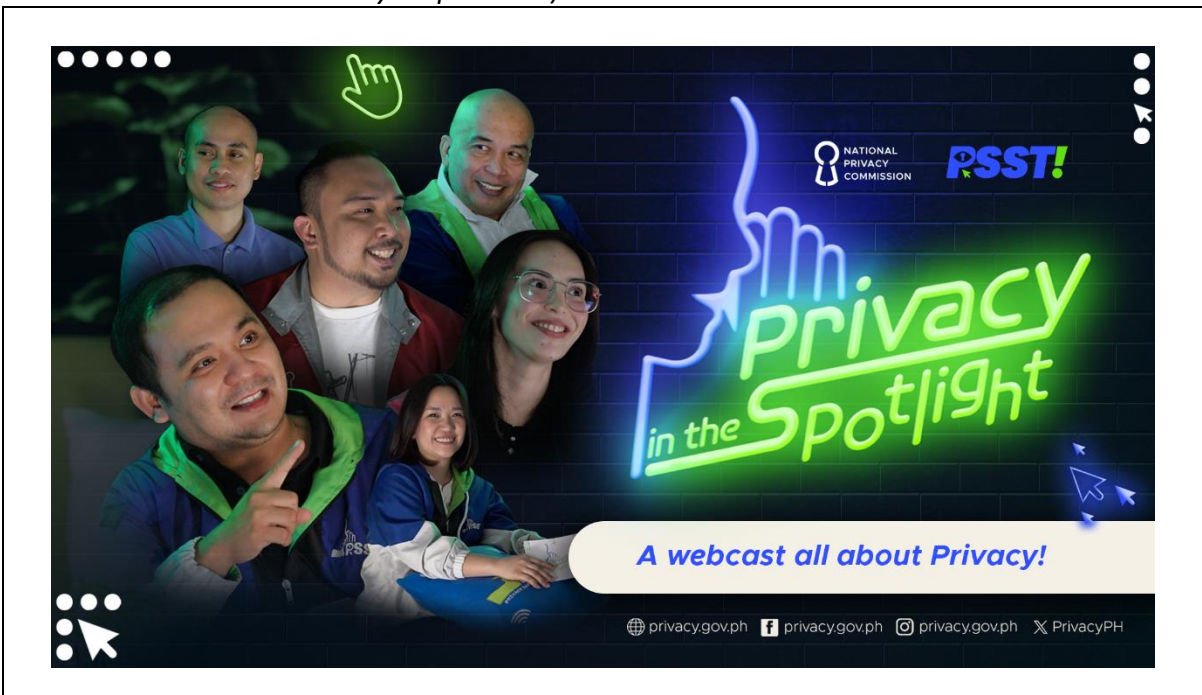
The webcast's design ensures that episodes are easily accessible to everyone, anytime and anywhere, by being available on the Commission's official YouTube and Facebook pages.

The webcast features discussions led by experts on privacy-related topics, including emerging technologies like deepfakes and artificial intelligence, online dating safety, women's privacy, compliance checks, data breaches, and LGBTQ+ online safety.

One of the standout features of "Privacy in The Spotlight" is its interactive nature. Live viewers are encouraged to participate actively through Q&A sessions, comments, and suggestions.

Overall, "Privacy in The Spotlight" serves as a platform for promoting digital literacy, empowering individuals to make informed decisions, and fostering a safer and more secure online environment for all.

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)



(A high-resolution copy of this picture is attached to the email)

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*)

Privacy in the Spotlight page:
<https://privacy.gov.ph/pits/>

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*):

Privacy in the Spotlight playlist on NPC's YouTube page:
https://www.youtube.com/playlist?list=PLJnDKh8AT1dNchAAVb7vZgEffe_uynZbr

Privacy In The Spotlight on NPC's Facebook page:

Episode 1 "A Secure Start To New Year":

<https://www.facebook.com/privacy.gov.ph/videos/701565375432210>

Episode 2 "Lovingly Yours, Privacy":

<https://www.facebook.com/privacy.gov.ph/videos/925604232133169>

Episode 3 "Girls Just Wanna Have Privacy":

<https://www.facebook.com/privacy.gov.ph/videos/360818946776137>

Episode 4 "Deepfakes and Privacy":

<https://www.facebook.com/privacy.gov.ph/videos/1141961903664158>

Episode 5 "Compliance Checks and Personal Data Breaches:

<https://www.facebook.com/privacy.gov.ph/videos/1130145191651770>