

# **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 <u>secretariat@globalprivacyassembly.org</u> 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<sup>1</sup> applies.

1. CONTACT DETAILS FOR THIS ENTRY		
Privacy/Data Protection Authority:	Transparency, Access to Public Information and Protection of Personal Data of the State of Mexico and Municipalities Institute (Infoem)	
Person completing this form:	José	Martínez Vilchis
	First name	Last name
Job title:	President.	
Email address:	jose.martinez@infoem.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:

<sup>&</sup>lt;sup>1</sup> <u>GPA Rules and Procedures</u>, 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.

- Education and Public Awareness
- □ Accountability
- Dispute Resolution and Enforcement
- □ Innovation
- People's Choice

# 4. DESCRIPTION OF THE INITIATIVE

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

As an institutional strategy, through the **Digital Violence Microsite** Infoem maintains its commitment to protect personal data.

Dissemination:

Cinemas Talking: dynamic with students through the screening of the film Cyberbully, and a discussion on how to act in situations of violence on the Internet, with the collaboration of different authorities; using as support "El Villano Robadatos".

"Quío": interface with artificial intelligence, facilitates navigation on the web portal providing specific information on Digital Violence.

#### **b.** Please provide a full description of the initiative (*no more than 350 words*) Digital Violence Microsite

A section was created in the institutional page with information of interest to prevent the misuse of personal data, digital violence, its manifestations, how to prevent it and which authorities to turn to in case of being a victim.

The need was identified to create awareness by educating the young population on the protection of their personal data and the right to privacy to prevent Digital Violence (cyberbullying, non-consensual dissemination of intimate images, emotional manipulation, among others).

Content:

- Useful resources and testimonials for victims.
- Educational sections.
- Prevention tips.
- Contact information to file complaints.
- Official statistics.
- Comments from experts who share tips to eradicate this evil.
- Downloadable material in graphic and audiovisual open data formats.
- Dissemination section detailing the places where the Microsite has been publicized through the Cinemas talking.

## 1. Cinemas Talking.

It is carried out in middle to high schools, information is disseminated to young people through the screening of the film Cyberbully 2015, followed by discussion and dialogue sessions, guided by experts from various institutions (Prosecutor's Office, Cyber Police, Women's Secretariat), encouraging reflection, dialogue and awareness around the protection of personal data with the support of the character "El Villano Robadatos"; and triptychs of Digital Violence, providing a safe space to share experiences, ask questions and learn prevention and action strategies.

It was designed as a practice of Proactive Transparency, and has the elements of quality information, was built with citizen participation and specific means of dissemination, in clear language and easy to understand for all audiences.

The places where the Microsite has been made known through the Cinemas Talking.

# 2. QUÍO

Virtual assistant hosted in the institutional page that facilitates the search for information through a friendly interface that breaks down information of interest by type of user: citizens in general, regulated entities, vulnerable groups. It contains a satisfaction survey on the content presented; it was built based on the information demands of the citizens and the regulated entities. It has Artificial Intelligence and uses citizen language on Digital Violence.

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

By collaborating with experts, educators, professionals and other relevant actors, valuable lessons have been learned about the importance of Digital Violence through an interdisciplinary approach, including from an ethical perspective of the use of information technologies.

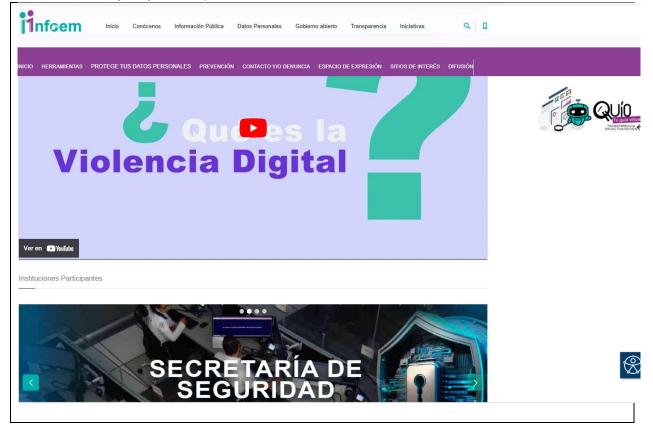
This practice has shown that by educating young people about informational selfdetermination, the risks and effects of digital violence can be reduced, fostering a culture of respect online and prevention, impacting educational communities, including parents, teachers and students.

With the joint collaboration of authorities of the State of Mexico, such as the Attorney General's Office, the Cybernetic Police and the Women's Secretariat, this topic is approached from different perspectives, resulting enriching for young people and teachers, offering tools for immediate attention to possible victims from a preventive and reactive perspective.

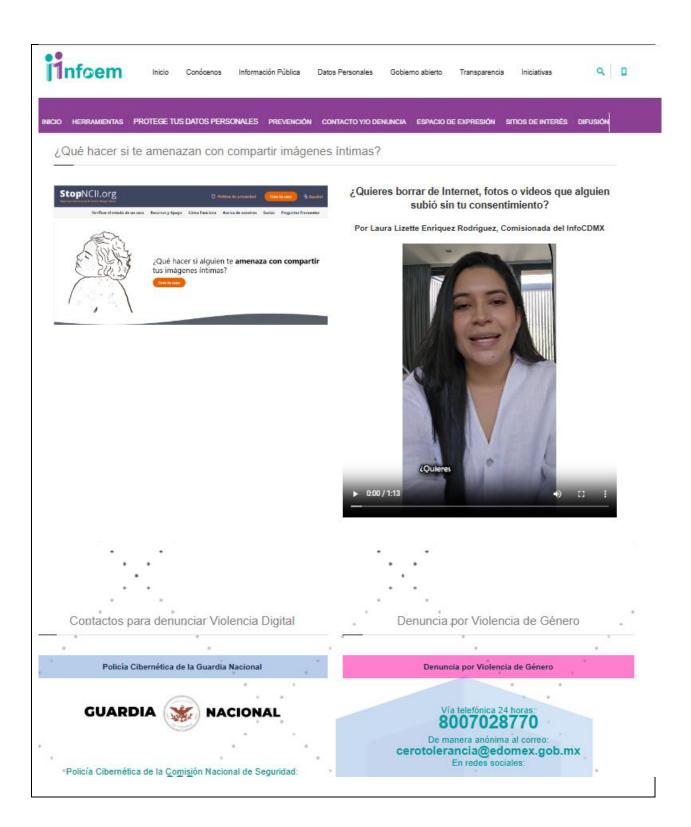
Currently, 5 local public entities replicate information from the Microsite on their web pages, it has had a positive impact on nearly 8 thousand students from more than 60 schools, and an average of 200 visits per day are registered, an indicator that shows the positive impact of the initiative.

The Microsite is also available on the institutional web pages of other guarantor bodies in the country.

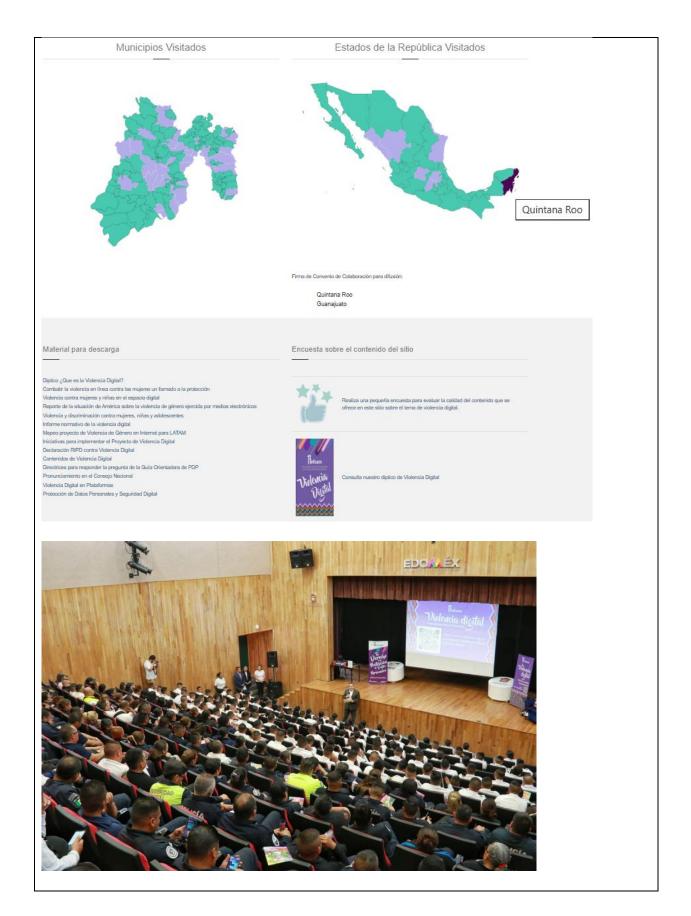
**d.** Please include a photograph or image, if you wish (*This will be published with your entry on the GPA website. The image can be pasted into the box below, be sent as an attachment or a link may be provided*)

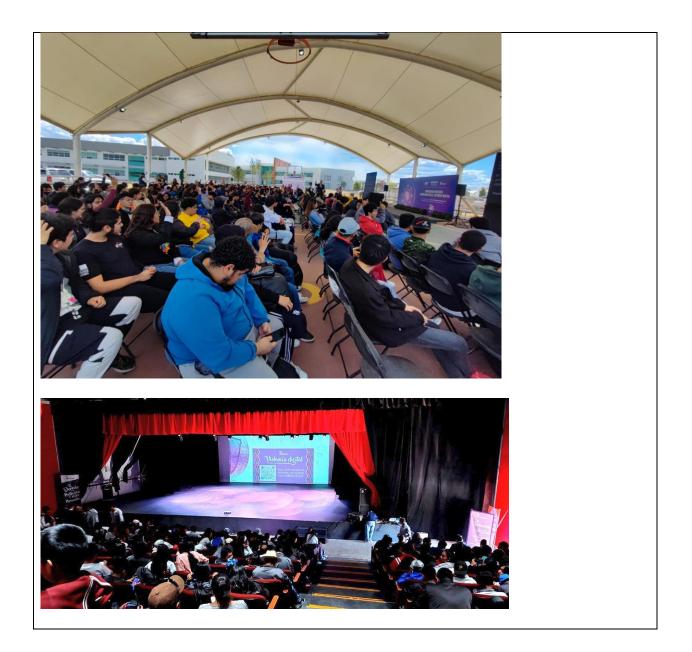


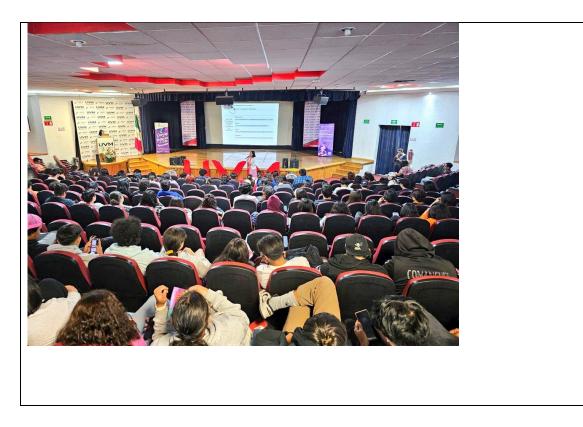












e. Please provide the most relevant link on the authority's website to the initiative, if applicable (*The website content does not need to be in English*)

https://www.infoem.org.mx/es/iniciativas/micrositio/violencia-digital

https://www.flipbookpdf.net/web/site/be943dacc0e0128663d320e6ba1ebea552b2ed8a2 02402.pdf.html#page/1

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.infoem.org.mx/es/iniciativas/micrositio/violencia-digital-difusion

https://www.infoem.org.mx/es/contenido/noticias/infoem-te-invita-usar-%E2%80%9Cqu%C3%ADo%E2%80%9D-tu-gu%C3%ADa-interactiva-detransparencia-proactiva

https://www.infoem.org.mx/es/contenido/noticias/necesario-informar-lapoblaci%C3%B3n-para-prevenir-y-combatir-violencia-digital

https://www.milenio.com/politica/comunidad/edomex-es-de-los-estados-con-mayor-riesgo-a-violencia-digital-infoem

<u>https://www.ultranoticias.com.mx/theme-features/estado-de-mexico-portada/panorama-general-edomex/item/134386-estatal-infoem-impulsa-cine-conversatorios-contra-la-%E2%80%9Cviolencia-digital%E2%80%9D.html</u>