



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:	New Zealand Office of the Privacy Commissioner	
Person completing this form:	Michael	Harrison
	<i>First name</i>	<i>Last name</i>
Job title:	Manager of Strategy, Insights and International	
Email address:	international@privacy.org.nz	

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)

New Zealand does not have specific rules for biometric information. OPC is proposing to create some, by a code of practice under the Privacy Act 2020. Our challenge was to consult both a legal and non-legal audience on our draft exposure code (a technical and legal document). We chose to layer information to test support for the code with diverse audiences (privacy experts and the public) and receive submissions and feedback on our work.

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

New Zealand does not have specific rules for biometric information. OPC is proposing to create some, by a code of practice under the Privacy Act 2020. Our challenge was to consult both a legal and non-legal audience on our draft exposure code (a technical document).

We had several challenges:

- We are a small office with limited resources for this work.
- We needed to talk to a wide group of people about a technical issue.
- We knew that biometric information was tapu (sacred) for Māori (New Zealand's indigenous people) and we needed to take special care to listen to this group.
- We didn't have money for design and had to work with a website that wasn't modern.

We created a hierarchy/ layers of information that people could engage with at their level. This included the most technical (the code itself), a detailed consultation document written in plain language, an infographic that presented the code as a graphic, and a one-page consultation, that centred around summarising the main changes of the code into three questions. We used in-house skills and the organisation's Canva account.

Because we were a small team we front-footed questions with a clear banner on our web page and a detailed autoreply message, to ensure time was spent well.

We met face-to-face with Māori stakeholders to make sure we heard their concerns appropriately. We also worked to develop detailed stakeholder lists that were highly segmented with bespoke messaging to spark the interest of our many user groups: government, business, legal, health, NGOs and civil liberty groups, and individuals that had self-nominated to be notified when consultation opened.

Our work was supported with a media campaign, launching with a 20-minute interview with the Privacy Commissioner on RNZ, our national broadcaster.

During the four-week consultation period our biometrics web page had over 3000 unique visitors.

Our goal for success was 50 submissions from the public and 50 from experts or organisations. As a result of this campaign, we received 70 submissions from experts and organisations and 179 submissions from individuals. Their feedback will inform the design of a final biometrics code.

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

Biometric technologies are likely to become part of every New Zealander's life, but many do not know that yet. As an Independent Crown Entity, we could have written a legal document and then let the experts comment. However, we chose to widen the circle and include, through clear and plain language and an engagement plan, a wider range of people who will ultimately be affected by this work.

This approach, especially the activities like creating an infographic and distilling the code to three core questions, was a new and at times challenging way of working for the team. However, by all pulling together for a common goal we were able to present a technical document in a way that was accessible and therefore received a wider range of submissions.

New Zealand is known as a country of people who are innovative. We took that spirit, and that of our Noble Prize-winning chemist Ernest Rutherford who famously said, "We haven't got the money, so we'll have to think."

Our exposure draft is rightly a very technical legal document and OPC presented it in several ways to ensure that it could be understood and engaged with by a large audience.

- 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*)

Attached

- 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*)

Please refer to the content that shows the biometrics consultation page on our website. That page was unpublished after the consultation period.

<https://www.privacy.org.nz/resources-2/biometrics/> shows the work that we've done on biometrics as a whole, not just this consultation work.

- 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*):

Media release - <https://www.privacy.org.nz/publications/statements-media-releases/kiwis-asked-to-have-their-say-on-new-draft-rules-for-using-biometrics/>

Review of consultation -

[https://www.dentons.co.nz/en/insights/alerts/2024/april/11/draft-biometrics-code-is-here#:~:text=Fairness%20\(Rule%204\)%E2%80%94%20The,group%20or%20a%20category%20that](https://www.dentons.co.nz/en/insights/alerts/2024/april/11/draft-biometrics-code-is-here#:~:text=Fairness%20(Rule%204)%E2%80%94%20The,group%20or%20a%20category%20that)

<https://www.scoop.co.nz/stories/PO2404/S00054/kiwis-asked-to-have-their-say-on-new-draft-rules-for-using-biometrics.htm>

Māori radio station Radio Waatea <https://waateanews.com/2024/04/11/michael-webster-nz-privacy-commissioner/>

RNZ <https://www.rnz.co.nz/national/programmes/ninetoon/audio/2018933643/onus-on-businesses-to-prove-need-to-collect-personal-data>

The below are attached in email

Biometrics consultation page

Social media tiles

Code

Consultation Document

One – pager

Infographic