

ACTIVITIES OF THE INTERNATIONAL DIGITAL
EDUCATION WORKING GROUP (DEWG) IN
2022-2024 WITHIN THE GPA



Sharing of awareness-raising actions conducted within 2022-2024
with young people, teachers and the general public on

**the importance of personal
data and how to protect it**

index

and target audience

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Data Protection Authorities' initiatives listed in the booklet:

Andorra; Belgium; Bermuda; Bulgaria; Canada (Ontario); Catalonia; Colombia; France; Georgia; Germany; Gibraltar; Greece; Hong Kong, China; Ireland; Israel; Italy; Jersey; Morocco; Mexico; Norway; The Philippines; Poland; Serbia; Slovakia; Spain; Switzerland - Zurich Canton; Turkey; United Kingdom

Languages available for the initiatives and resources pointed out:

English, French, German, Greek, Italian, Norwegian, Polish, Spanish, Slovak, Turkish, Bulgarian, Hebrew.

Educational Material (resources)



Andorra: To ensure that people are aware of their new rights and responsibilities, the Andorran Data Protection Agency launched an awareness campaign on citizens' rights and responsibilities, with supporting infographics. This initiative consisted of the production of 8 audiovisual capsules, each focused on a specific topic, such as the principle of accountability, DPOs, the obligation to notify control authorities of security breaches, the rights and obligations of data protection,

Rights to be forgotten, to portability and of access. Each of these capsules presented an infographic. The initiative aimed to raise awareness and educate the public on the new data protection regulations and the Law of Quality and Protection of Personal Data (LQPD).



Visualització 19/05/2022 a les 17:21. Ebreca Coll - Andorra la Vella



La cap de l'APDA, Reshma Harish Puniabi, durant la presentació de la campanya de sensibilització, APDA



Target: Children and family
<https://www.apda.ad/>

Target: Teachers and educators

<https://www.jedecide.be/les-parents-et-lenseignement/support-pedagogique>
New teaching material No-thing to hide?

Belgium: The Belgian DPA distributed to teachers a “pedagogic handbook” on data protection. This educational material is drafted in a way to facilitate teachers taking advantage of it to educate young people about the importance of data protection in their lessons. It also distributed awareness-raising material to schools such as posters, flyers, textbooks, etc.



Target: Young people, family and teachers

https://www.rtbfb.be/auvio/detail_tendances-premiere-le-dossier?id=2866269

Belgium: The Belgian DPA participated in a radio programme on Belgium’s French-speaking public channel on young people’s right to an image

Target : Teenagers

https://sic.gov.co/sites/default/files/files/2021/Guia_CUIDA_TU_IDENTIDAD_DIGITAL_002.pdf

Colombia: Guide designed for children and adolescents to educate the public to the digital world.



France: The CNIL launched a campaign entitled “All together, be careful on the Internet!” at the end of 2022. It provided new resources: 4 cartoons/ videos on four topics: online identity, cookies, cyberbullying and exercising your rights, practical information sheets for parents and for teachers, a card game, a quiz and a poster. This kit of free and ready-to-use resources is available for children aged 8 to 10 and adults looking after them, to help children make better use of the internet. This campaign adopted a playful, light-hearted tone, combining humor and re-

al-life scenarios; the approach is positive: "the Internet is fun, but you have to learn how to use it". The content is age-appropriate, having been developed with the target audiences (children, parents and teachers) and tested before being broadcasted.

Target : Children, teachers, educators, and parents
[Tous ensemble, prudence sur Internet ! Les ressources pour les 8 - 10 ans | CNIL](https://www.cnil.fr/fr/tous-ensemble-prudence-sur-internet-les-ressources-pour-les-8-10-ans)



Prudence sur Internet avec la CNIL

France: The "Guardians at the Digital Age" booklets (two documents) are fun educational tools designed to help parents, teachers and younger children (aged 9 to 15) understand the major challenges of the digital age. These materials provide keys information on 5 topics: cyberbullying, privacy, infox, video games and the mechanisms of influence. For each topic, activities to do at home or in class are suggested. The initiative coordinated by the CNIL and the MGEN is supported by educational and science partners, namely the Ministry of National Education and for Youth, An@é-Educavox, MGEN (as a member of the VYV Group) and Universcience.

Targets: Parents and teachers
<https://www.cnil.fr/fr/gardiens-et-gardiennes-du-numerique-tous-en-mission>



● **France:** A poster "Cyber-reflexes" created by the CNIL with the French public body Cybermalveillance.gouv.fr. Listing 6 tips that people should do to protect themselves from hackers and online identity theft, ranging from strong, and different passwords to being wary of unexpected and alarming messages. The resource is in French.

Targets: General public
<https://www.cnil.fr/fr/se-proteger-sur-internet-avec-les-cyber-reflexes>
<https://www.cnil.fr/fr/cybermalveillance-la-cnil-et-lunaf-publient-deux-guides-sur-les-cybermenaces>

CYBER RÉFLEXES

Se protéger sur Internet

2 LES MISES À JOUR DE TES APPAREILS SONT VOTRE 1^{ER} FORTE



Les failles de sécurité des logiciels applications et systèmes sont souvent exploitées par des pirates. Ils peuvent les utiliser pour accéder à tes données personnelles ou te voler.

BONNES PRATIQUES

- Fais les mises à jour des logiciels, applications et appareils, dès qu'ils te sont proposés pour éviter les risques de piratage.
- Active les mises à jour à jour automatique chaque fois que c'est possible.

1 DES MOTS DE PASSE SOLIDES ET DIFFÉRENTS POUR CHAQUE COMPTE EN LIGNE



Un mot de passe c'est comme une clé pour accéder à tes données, sites et comptes en ligne. Si tu ne le prends pas au sérieux, tu risques de perdre tout ce que tu as accumulé en ligne.

BONNES PRATIQUES

- Utilise des mots de passe longs, complexes et surtout différents pour chaque compte.
- Les logiciels peuvent te proposer un gestionnaire de mots de passe adaptés pour te protéger.

4 EN LIGNE, UNE COPIE DE TES DONNÉES TU CONSERVES



Créer, télécharger, envoyer, sauvegarder pour avoir de quoi revenir en arrière, de quoi te protéger en cas de problème.

BONNE PRATIQUE

- Fais une copie régulière de tes données personnelles et professionnelles sur un support externe (clés USB, disque dur externe...). Il peut arriver que tu aies besoin de les retrouver et que tu ne les aies pas.

3 EN LIGNE, LE MOINS POSSIBLE SUR TA IDENTITÉ TU SÉPARES



Publier et partager tes données personnelles sur Internet (photos, vidéos, textes...) peut te exposer à une utilisation malveillante.

BONNES PRATIQUES

- Évite de divulguer tes données personnelles et celles de tes contacts.
- Vérifie les paramètres de confidentialité de tes comptes pour définir ce qui peut être visible par les autres.

6 LES CONTENU PRISÉS OU NON OFFICIELS TU ÉVITES



Des virus qui peuvent pirater tes appareils ou tes comptes sont souvent présents dans les logiciels ou applications. Les applications de téléchargement, les sites de téléchargement...

BONNES PRATIQUES

- Ne pas télécharger des contenus depuis des sites non officiels.
- Installer uniquement des applications depuis les stores de confiance ou directement des développeurs.

5 DES MESSAGES INATTENDUS ET ALARMANTE TOUJOURS TU MÉFIES



Un message ou un appel inattendu peut être un message de phishing ou un message de fraude. Si tu ne sais pas à qui tu parles, ne réponds pas et ne clique pas sur les liens.

BONNES PRATIQUES

- Ne clique pas sur les liens inattendus ou suspects.
- Ne donne jamais ton numéro de carte bancaire, ton numéro de compte ou d'autres informations personnelles.

PLUS DE CONSEILS SUR
CNIL.FR
CYBERMALVEILLANCE.GOV.FR



France: A Charter on education for digital literacy and citizenship composed of fourteen articles was developed in 2023 by the French Ministry of Education in cooperation with the CNIL, the ARCOM (the audio-visual regulator) and the CLEMI (a Ministry agency, responsible for teacher training in media and information literacy, and the production or co-production of teaching resources). The commitments are intended to support students in the digital environment and focus on the three following pillars: 1. Making the digital space an empowering and inclusive place 2. Making the digital space a rightful place 3. Making the digital space a place of vigilance. The Charter is distributed for display in all schools, to be enriched with adapted and various resources for appropriation by class level. Published in French in 2023 and should be made available in English.

Charte pour l'éducation à la culture et à la citoyenneté numériques

●●● **Faire du numérique un espace d'émancipation et d'inclusion**

1. Favoriser l'émergence d'initiatives numériques locales et régionales d'inspiration citoyenne dans une stratégie nationale.
2. La prise de conscience de l'impact des usages numériques et des enjeux du numérique est l'élément essentiel pour développer des pratiques numériques de qualité.
3. La numérisation permet à l'éducation de dépasser les frontières de la matière et de la discipline et de permettre l'enseignement, l'apprentissage et la recherche en ligne.
4. Assurer des contenus numériques favorisant la coopération et le partage des ressources personnelles et collectives pour la communauté scolaire pour améliorer l'usage du numérique.
5. La compréhension des enjeux du numérique, y compris des aspects éthiques, est une condition essentielle à la mise en œuvre de la culture numérique de chaque élève et de l'impact des sites pour sa qualité de vie.

●●● **Faire du numérique un espace de droit**

6. Le droit numérique dans le monde numérique est un droit au regard de ses enjeux et de ses enjeux, adaptés et évolutifs.
7. L'éducation et l'enseignement doivent se saisir de ce droit numérique et de la protection des données personnelles. Les élèves doivent être informés et sensibilisés à leurs droits et devoirs du monde numérique à leur âge.
8. L'accès à l'éducation et la création d'outils numériques de qualité sont des droits de la personnalité numérique.
9. Les libertés d'expression et d'opinion en ligne ne s'exercent pas dans le vide mais par la loi et les règles de la communauté numérique.
10. Toute forme d'expression administrative, juridique ou de la vie sociale est soumise à la loi et à la loi. Les élèves sont formés aux droits de la vie numérique. C'est-à-dire qu'il ne s'agit pas de la loi numérique, mais de la loi numérique.

●●● **Faire du numérique un espace de vigilance**

11. La loi sur les données personnelles (RGPD) et les lois sur la vie privée ont été mises à jour et les élèves doivent être sensibilisés à ces enjeux et à la protection des données personnelles.
12. L'usage du numérique est encouragé par l'État à travers des outils, des services numériques, adaptés à l'âge des élèves et à la nature des usages numériques en ligne et en ligne. L'État favorise l'usage du numérique en tant qu'outil de travail et de vie sociale et de la vie sociale et de la vie sociale.
13. La loi sur les données personnelles (RGPD) et les lois sur la vie privée ont été mises à jour et les élèves doivent être sensibilisés à ces enjeux et à la protection des données personnelles.
14. La communication et la production des données numériques sont des données numériques et de la vie sociale et de la vie sociale.

Ministère de l'Éducation Nationale et de la Jeunesse



Target: Teachers, educators, and parents
<https://eduscol.education.fr/3730/charte-pour-l-education-la-culture-et-la-citoyennete-numeriques>



Georgia: In 2023, the Personal Data Protection Service of Georgia prepared a manual entitled “Recommendations on the Processing of Personal Data of Minors”. The purpose of this recommendation document is to analyze issues related to minors and to review the obligations of data controllers and processors. It also presents the decisions made by the Service in a generalized form. Currently, the Georgian language version is publicly available. However, the English language version will be available in the near future.

Additionally, PDPS prepared cognitive entertainment material for minors, including crosswords, scanwords, and various cognitive illustrations. Notebooks containing mentioned content have been produced and are distributed to young people at various informational meetings. Additionally, in order to raise awareness, PDPS placed information brochures and cognitive-entertaining newspapers in the Tbilisi-Batumi railway trains. One page of these newspapers is dedicated to children and contains the above-mentioned material. Cognitive en-



entertainment material is also published on the Service's social networks and is available to all interested parties.

Target: General public
<https://shorturl.at/s02Us>
<https://old.pdps.ge/en/press/post/9118>



Germany: Pixi-knowledge and Pixi-book on data protection [in print form via the website] explains in everyday situations in an entertaining way what privacy means and what even the youngest can do to protect it. The videos on the Pixi books refer to the different topics such as “You and your data”, “What does private mean?”, “On the trail of data collectors”, “Who protects my data?”, “More Security on the Internet”, and “Tips for emergencies”.

The BfDI received the 2023 Global Privacy Assembly (GPA) prize in the videos for his Pixi books in the “education and awareness” category for the videos for his Pixi books as confirmation of its continuous work in the



area of freedom of information and the protection of personal data, especially of children and young people.

Target: Kindergarten/Day care center and elementary school (ages 4-12).

https://www.bfdi.bund.de/SharedDocs/Downloads/DE/Pixi/Pixi-Buch_Das-ist-privat.html

https://www.bfdi.bund.de/SharedDocs/Downloads/DE/Pixi/Pixi-Wissen_Was-ist-Datenschutz.html

<https://www.bfdi.bund.de/Service/Mediathek/Pixi/Pixi-node.html>

https://www.bfdi.bund.de/SharedDocs/Kurzmeldungen/DE/2023/26_GPA-Award.html



● **Germany:** A flyer for parents on the topic "Data protection is child protection". The printed summary on the twelve topical fact sheets is recommended for display in schools, kindergartens and other social institutions. [available in German and in English]

Target: Parents

https://www.bfdi.bund.de/Service/Publikationen/Flyer-digital/Kinderschutz/Kinderschutz_node.html



Gibraltar: To highlight the importance of privacy and the impact data protection has on our daily lives, particularly in view of the interconnected online world in which we live, the Gibraltar Regulatory Authority, as the Information Commissioner, launched a public campaign to better understand and examine the prevalence of online information sharing by parents and/or guardians (the "Campaign"). The Campaign, titled "Data Protection in a World of Sharenting", included the publication of a dual infographic and an awareness raising audio-visual (linked below) highlighting the pros and cons of the sharenting phenomenon. The Minister for Justice, Equality & Regulations HM Government of Gibraltar, also welcomed the initiative and encouraged the public to participate. The Campaign concluded with a report, published on Data Protection Day (28 January 2023) which explored the extent of sharenting in Gibraltar and assesses the levels of data protection awareness amongst the local parents and/or guardians.

Target: Parents, guardians and general public
[Data Protection Day 2023 Data Protection in a World of Sharenting - Infographic](#)
[Data Protection in a World of Sharenting – Awareness-raising audio-visual](#)
[GRA Privacy and Data Protection – YouTube Channel](#)
[Data Protection in a World of Sharenting – The Report](#)
[Video GRA Privacy and Data Protection – YouTube Channel](#)



● **Greece:** The “byDefault” project (funded by the EU’s Citizens, Equality, Rights and Values (CERV) program and coordinated by the Hellenic DPA) involves the implementation of a training and documentation program to promote data protection by design. Work Package 3 was targeting the critical social group of children. The related education program is pursuing the objectives to develop learning resources, evaluate and adapt them from pedagogical perspectives, design learning scenarios, and develop the tools to perform a set of pilot education activities to several elementary and secondary schools.

Target: Teachers and children

<https://bydefault-project.eu/>

<https://bydefault-project.eu/press-material/>



The personal data protection related topics cover a wide spectrum of personal data privacy concepts, progressing from foundational definitions to practical protective measures providing children with a holistic understanding of their digital footprint, the potential risks, and the tools they can use to maintain their privacy.

● **Hong Kong, China:** The Office of the Privacy Commissioner for Personal Data (PCPD) published a Chinese book entitled “The Treasure-trove of Privacy – Understanding Your Personal Data Privacy” in July 2023 in which children privacy matters (in particular those arising from the children’s use of online platforms) have also been explicitly discussed in a dedicated section of a chapter, providing helpful tips for parents and the public to better protect the personal data privacy of children.



Target: Parents and general public

https://www.pcpd.org.hk/english/news_events/media_statements/press_20230720.html

● **Hong Kong, China:** In August 2023, the PCPD published a pamphlet entitled “Sharenting Dos and Don’ts” to set out some

helpful tips for parents before they publish any posts about their children online. As the phenomenon of “sharenting” is getting more popular in Hong Kong, the PCPD would like to draw the attention of parents in realizing the potential impacts of over-sharing their children’s daily lives online and the long-term consequences it may bring to their future education and work prospects. Fundamentally, the PCPD would like to highlight the importance of respecting children’s privacy in this digital era and the roles that parents may take in this respect.



Target: Parents and general public
https://www.pcpd.org.hk/english/news_events/media_statements/press_20230803.html

Ireland: Guides for parents: In April 2023, the DPC produced four short guides for parents on children’s data protection rights under the GDPR. These guides are intended to help parents understand their children’s rights and answer questions that can arise in typical situations where those rights apply.

- [My child's data protection rights – the basics](#) : This outlines some of the issues that can arise when a parent seeks to exercise data protection rights on behalf of their child.
- [Children's data and parental consent](#) : This looks at the me-

aning of the 'digital age of consent' and outlines when parents' consent may be needed for processing their child's personal data, and how parents can approach those cases.

- [Protecting my child's data](#) : This is intended to help parents understand the rights that they have in relation to their children's data and gives some useful advice on how to protect their children's rights.

- [Are there any limits on my child's data protection rights?](#) : This outlines some important limits to how and when children's data protection rights may be exercised, whether by children themselves or by parents on their behalf. It outlines some common situations where these can arise and suggests ways in which parents can address them.



Target: Parents and guardians, educators and anyone interested in children's safety and well-being online.

<https://www.dataprotection.ie/en/dpc-guidance/my-childs-data-protection-rights#guides>



● **Ireland:** Guides for children on their data protection rights published by the DPC. They are intended mainly for children aged 13 and over, as this is the age at which children can begin signing up for many forms of social media on their own.



- Data protection - what's it all about? – This guide introduces children and young people to the idea of personal data and data protection, and why it's important for them to know about it.



- My data protection rights – This guide is a series of one-page primers which each introduce children to a separate GDPR right and how to use it.

- Top tips for keeping your data safe online – This guide has 15 useful tips to help children – and indeed everyone – keep their personal data safe when they go online.

Target: Children, parents and educators

[Guidance for children on their data protection rights | Data Protection Commission](#)

● **Italy:** “La scuola a prova di privacy” (“A privacy-proof school”) is a vademecum, targeting educational institutions, teachers, students and families, which addresses the issues related to the processing of personal data at schools. The guide places special attention to the correct use of new technologies and provides a focus on some worrying phenomena which can affect young people, such as cyberbullying, revenge porn and sexting.

Target: Teachers and students of primary and secondary cycles, families, public institutions

<https://gdpd.it/web/guest/home/docweb/-/docweb-display/docweb/g887111>

● **Jersey:** Jersey's data protection agency has created the Privacy Superheroes, whose adventures are told in comic book form. They are at the origin of a cultural change, creating a community that encourages islanders to share responsibility for protecting their personal information. Endowed with powers to change behavior and an instinctive understanding of privacy, the heroes have been embraced by islanders young and old alike, and still have much to offer them!

Target: Children

<https://jerseyoic.org/search/?query=the+privacy+force>

● **Mexico:** The “Stealing Data Villain” is part of a monitoring program for transparency and personal data protection. It is aimed at children and teenagers, and designed to help create more transparent and honest citizens by making them aware of the risks they run when surfing the Internet. As part of the actions to promote the exercise of the right of access to information, the protection of personal data and the prevention of risks that exist in the digital world, the “Stealing Data Villain” has eight arms that represent anti-values such as evil, danger, false identity, cheating, theft, corruption and espionage. It makes visible the main risks of sharing personal data on the internet through its eight tentacles. As a consequence, it is possible to know the main crimes committed in the digi-



tal world, which opens the pattern for girls, boys and adolescents to learn how to protect themselves from each of them and generate self-awareness. Transparency, Ac-



Target: Children and teenagers

<https://www.infoem.org.mx/es/contenido/villano-roba-datos-0>

cess to Public Information and Protection of Personal Data of the State of Mexico and Municipalities Institute (INFOEM), was awarded as exæquo winner the 2023 GPA Global and Privacy Prize in the Education and Awareness category. [Education and Awareness category.](#)

● **Ontario:** In April 2023, the IPC of Ontario launched 4 new classroom-ready lesson plans. These lesson plans ensure that educators have access to trustworthy content they can use in their classrooms to teach students in Grades 2 through 8 (aged 6-13) about why privacy is important and how to protect their privacy online

- [What is Privacy?](#) (Grades 2-3) Students draw connections between their existing concepts of privacy and how it applies to the internet and networked devices.

- [Protecting Your Privacy](#) (Grades 4-5) Students review what the word "privacy" means in an online context and learn key privacy-related vocabulary.

- [The Value of Privacy](#) (Grades 6-7) Students learn practical strategies and tools for managing their privacy and consider how these can be used to limit what audiences have access to their personal information.

- [My Privacy, Your Privacy](#) (Grades 7 – 8) Students consider how their actions and decisions can affect others' privacy and develop a list of "dos" and "don'ts" for managing both their own and

Target: Educators, children and teenagers

https://www.ipc.on.ca/?page_id=20733
https://www.ipc.on.ca/wp-content/uploads/2021/09/privacy-pursuit-activity-book-for-kids_ipc.pdf

others' privacy.

The IPC worked with [MediaSmarts](#), Canada's Centre for Digital Literacy to develop these great free lesson plans. Built on the IPC's popular Privacy Pursuit! activity book of Games and Activities for Kids released in 2021, these lesson plans directly support six of the nine competencies in the [International Personal Data Protection Competency Framework for School Students](#). They're also aligned with Ontario's new provincial curriculum requirements for digital literacy, digital citizenship, and online safety, which come into force this fall.

Target: Educators, children and teenagers

https://www.ipc.on.ca/?page_id=20733
https://www.ipc.on.ca/wp-content/uploads/2021/09/privacy-pursuit-activity-book-for-kids_ipc.pdf

Ontario: In October 2023 the IPC of Ontario published a draft "[Digital Privacy Charter for Ontario Schools](#)," developed in consultation with educators, educational institutions, parents, and youth advocates. The Charter consists of 12 high-level commitments that codify current and emerging privacy best practices, many of which are grounded in statutory requirements.

The commitments are intended to support students in the digital environment by:

- promoting strong privacy protections in digital education tools and services used by schools;
- encouraging ongoing learning about privacy in the digital environment; and
- empowering students to understand and exercise their privacy and access rights.

Target: Children, youth, Parents and guardians, educators, school boards

<https://www.ipc.on.ca/en/media/4469/download?attachment>
<https://www.ipc.on.ca/wp-content/uploads/2023/10/sp00001e-digital-privacy-charter-11x17-1.pdf>



While the Charter's commitments are voluntary, school boards across Ontario can use the Charter to demonstrate a strong, province-wide promise to protect students' digital privacy, support accountability and transparency, and strengthen trust in Ontario's schools.

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The Philippines: As part of the Kabataang Digital (KD) or



Digital Youth Campaign, the NPC published KD booklets entitled "Defending the Digital Playground: A Guide for Handling Children's Personal Data," which were tailored for children and their parents. These booklets equip them with the knowledge and tools necessary to navigate the internet safely and responsibly. They aim to raise awareness and provide practical guidance on protecting children's personal data online. Apart from the KD

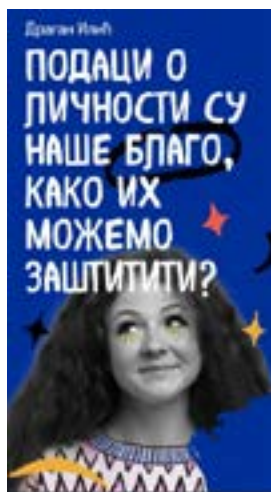
Booklet, fun games and other downloadable materials are available on the KD Webpage to engage the children to be young privacy advocates.

The NPC also posted child-friendly lectures and discussions on the KD YouTube Channel to educate the children on the Philippine legislation that protects personal data, the Data Privacy Act of 2012, and how to protect their personal data online.

Target: Children
<https://www.youtube.com/kabataangdigital>
<https://privacy.gov.ph/kd/>

These resources have successfully reached and impacted a wide audience, including thousands of youths across the country.

Serbia: A flyer from the Commissioner for Information of Public Importance and Protection of Personal Data entitled “Personal data is our treasure, how can we protect it?” designed for elementary school students to be integrated in the “New Literacy” program. It has been written by a psychologist and a journalist and implemented with the help of the United States Agency for International Development (USAID).



Target: Kids and teenagers
https://www.poverenik.rs/images/stories/vodic-banner/Brosura_za_decu_Podaci_o_licnosti_su_nase_bлаго_kako_ih_mozemo_zastititi.pdf

Spain: The “More than a mobile” campaign was launched in November 2022 by the Spanish Data Protection Authority and UNICEF Spain as the United Nations agency that monitors children’s rights. The campaign aimed to provide families with the keys to understanding data protection and security issues before handing their children their first cell phone. In collaboration with UNICEF, the AEPD prepared a 10-point guide to encourage dialogue within families on the responsible use of cell phones and the rights of users. The main Spanish telephone operators for the first time participated in the disseminating campaign of the contents free of charge, and included a QR code to download the decalogue with the campaign advice, in devices offered for sale. In addition, the free broadcast carried out by the Spanish general television channels has made ‘More than a mobile’ the most successful campaign in the history of the AEPD, with more than 300 million visits and downloads.

Target: Children
<https://www.aepd.es/guias/la-guia-que-no-viene-con-el-movil.pdf>

Switzerland: Modules “Moving with Confidence in the Digital World» deal with privacy protection and enable content to be conveyed in a playful, age-appropriate way. As teaching aids, it was created by teachers and staff from PH Zurich’s media education and digital learning departments in cooperation with the data protection officer of the Canton of Zurich, [Available in 4 languages: German, French, English and Italian].

The teaching material is designed to be used by teachers by education cycles in different settings, regardless of the size of their class and the level of the pupils. Many materials can be used digitally or printed and in-depth information allows teachers to explore topics individually

-Cycle 1 (aged from Kindergarten to 9) “Secrets are allowed” deals with the basic understanding of privacy and the recognition of personal data; published in the spring of 2019, it was awarded the “Global Privacy and Data Protection Award”.

-Cycles 2 and 3 (aged 9-13 and 13-16) focus on the media use of digital tools and platforms (launched this year).

Target: Teachers of primary and secondary cycles
<https://datenschutz.ch/datenschutz-in-oeffentlichen-organen/bildung-und-forschung/selbstbestimmt-digital-unterwegs>
www.learnprivacy.ch

The screenshot shows a digital learning interface with a blue border. On the left is a 'Content' sidebar with a list of items, including '1.1 Bob and the Man Without a Face' which is highlighted. The main area displays the title '1.1 Bob and the Man Without a Face' and 'Audio story'. Below the title is a small illustration of a person in a red coat in a snowy landscape. To the right of the illustration is a 'Copy template' button and a text box containing a warning: 'It is important that the students listen closely, even if they are using the story for the first time, because a large part of the content will follow. It is up to the students to pay attention to the information they receive while they are listening (e.g. the name of the man without a face)'. At the bottom, there is an audio player with a play button and a progress bar.

- Cycle 2 (aged 9-13) deals with the traces we leave every day in our use of the media and how to preserve our anonymity. The diverse lessons are providing audio stories, role plays and detective tasks and ranges from questions about personal data and data economy to the topics of surveillance and digital legal aspects such as informational self-determination.

- Cycle 3 (aged 13-16): is devoted to other questions about privacy in the everyday lives of young people: How do we use our smartphones and where do we leave traces, who is interested in my private data and what happens to it?

● **United Kingdom:** The ICO has produced a suite of school resources for teachers to use when discussing privacy issues and the value of personal data. These include lesson plans and worksheets, for primary and secondary schools.

● **United Kingdom:** In Autumn 2023, the ICO produced a 10-step guide to sharing information to safeguard children. It aims to help organisations and their staff should feel confident that they can share information to protect children and have the information they need to do it safely.

● **United Kingdom:** In May 2023 the ICO updated its guidance document intended for providers of EdTech services. This guidance helps to explain how the Children's code applies to providers of EdTech services.

Target: Children, youth and teachers

[School resources | ICO](#)

Target: Parents, guardians

[A 10-step guide to sharing information to safeguard children | ICO](#)

Target: Developers

[The Children's code and education technologies \(edtech\) | ICO](#)



Physical Events

Data protection workshops and all types of presentations specifically addressing children, pupils, parents and/or guardians and educator, youth associates as the general public in our data protection and privacy field of activities



■ **Bermudas:** Bermudas PrivCom DPA set up a range of interactive events and workshops, such as a tea party for senior citizens or a webinar on AI as part of Data Protection Awareness Week in January 2023. As part of this week, the initiative “Privacy Hour for Children & Teens” created a customized curriculum for schoolteachers to use to talk about privacy issues with their students at all levels: kindergarten, primary, middle school and high school. For example, the youngest students were given simple stories and colouring exercises and the oldest students were invited to a “Hackathon”. For different ages, parents were given materials on age-appropriate conversations along with template “Family Agreement” checklists to help guide those conversations. Videos and speeches by government ministers helped spread the message that these issues related to privacy or technology were universal and important.

Target: Children (aged from 3), youth, parents and seniors

<https://www.privacy.bm/post/collaboration-at-data-privacy-week-2023>

■ **Catalonia:** The Catalan Data Protection Authority (APDCAT) launched in 2023 the project ‘Who are you? What your data reveals about you’, in collaboration with Catalonia’s public libraries, to raise awareness among children and adults, through playful and educational activities, about the importance of staying private on line. Thus, new materials, shows, games, stories and workshops were designed to spread the cul-



Target: Children, teenagers, and general public

[Project 'Who are you? What your data reveals about you' with Catalonia's public libraries](https://apdcat.gencat.cat/en/documentacio/projecte-qui-ets-dades-que-parlen-de-tu/index.html)

<https://apdcat.gencat.cat/en/documentacio/projecte-qui-ets-dades-que-parlen-de-tu/index.html>



ture of privacy and to promote a responsible use of the internet and social media, providing some tips to keep personal data safe. These activities were carried out in the Network of Catalan Public Libraries.

Target: Children and parents

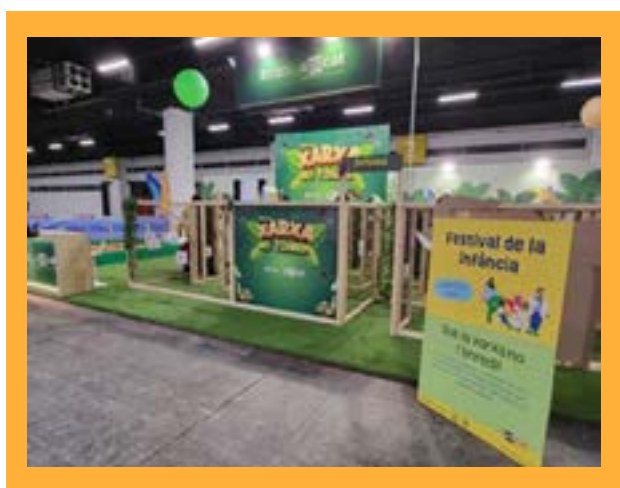
[La-cotorra.pdf \(gencat.cat\)](https://apdcat.gencat.cat/en/sala_de_prensa/notes_prensa/noticia/APDCAT-publica-dos-nous-contes-per-Sant-Jordi)

[El-tigre-bondados.pdf \(gencat.cat\)](https://apdcat.gencat.cat/en/sala_de_prensa/notes_prensa/noticia/APDCAT-publica-dos-nous-contes-per-Sant-Jordi)

https://apdcat.gencat.cat/en/sala_de_prensa/notes_prensa/noticia/APDCAT-publica-dos-nous-contes-per-Sant-Jordi

■ **Catalonia:** Coinciding with Sant Jordi's Day celebrations (the day of the book and the rose in Catalonia, April 23, 2023) the APDCAT published on its website two new stories, 'The Parrot' and 'The Kind Tiger', for children between 7 and 11 years old, in order to raise aware-

ness about the value of personal data and the risks of sharing personal data online. These two stories were accompanied by educational worksheets, meant to guide families and help parents reflect with their children the need to take care of personal data when using the internet and social networks.



■ **Catalonia:** During the Christmas' holidays (December 2023), the APDCAT filled the Children's Festival of Barcelona, which brings together thousands of children and families, with magic and games. Their aim was to raise awareness, in a fun way, about the appropriate use of technology to avoid 'getting caught up in the net'.

Target: Children, teenagers, and general public

[The APDCAT space opens the doors at the Children's Festival. Catalan Data Protection Authority \(gencat.cat\)](https://apdcat.gencat.cat/en/sala_de_prensa/notes_prensa/noticia/APDCAT-publica-dos-nous-contes-per-Sant-Jordi)

■ **Colombia:** Free training on different topics, considered of vital importance about data subjects and data controllers.

■ **France:** Air 2022 November 7th 2022, ethical reflection event entitled “futures, innovations and revolutions” (air), focusing on EdTech and digital uses in education. This event provided an opportunity for forward thinking on the issue of digital development in education and its ethical consequences for the evolution of the French education model. After an introduction by the Chair of the CNIL and by the Director General of School Education from the French Ministry of National Education and Youth, 3 round-tables were held on the following issues: “Education data: a preserve or a new Eldorado?”; “The contribution of EdTech to education: realities and prospects” and “Digital practices and education: moving from addiction to reason”. The event was closed by Ms Stefania Giannini, UNESCO Assistant Director-General for Education. The CNIL published a booklet as a brief summary of the interventions (in French)

Target: Teachers, education specialists, EdTech, public institutions
<https://www.cnil.fr/fr/cahier-air2022-elaborer-lethique-du-numerique-educatif>



■ **France:** Between September 2022 and September 2023, CNIL staff charged with digital education conducted a number of awareness-raising and training initiatives in schools, youth organizations in regions, mu-

municipalities and child protection centers:

- Presentations to primary, middle and high school students: awareness raising covered 5 topics including the definition of personal data, why and how to protect it, digital rights and how to exercise them.
- Interventions to train education staff on personal data protection and cybersecurity issues, how to exercise one's rights and best practices in relation to the protection of students' data in digital activities.
- Workshops with employees in companies remotely, and face-to-face training courses.
- Meetings with parent-teacher associations.
- Interventions in youth centers.
- A sports-related module in controlling one's e-reputation on social media developed with football clubs for future young professional players.
- Educ@tech Expo Fair 2023: joint workshops "Teachers and digital citizenship: what levers for teaching?" and "How can digital citizenship be taught in the classroom?" with the CNIL, the ARCOM and the Defender of Rights.
- Digital Games Festival: workshops for children, families and teachers about on-line data protection, with demonstration of on-line tracking with the CNIL's tool "cookieviz".

Targets: Children and youth, teachers, educators, sports staff, parents

<https://www.cnil.fr/fr/journee-internationale-des-droits-de-lenfant-la-cnil-organise-des-ateliers-en-ecole-primaire>

■ **France:** The immersive game "The Guardians of the Digital Age " aimed to raise awareness of the challenges of digital citizenship has been made freely accessible at the Paris City of Science and Industry Centre

from April 2023 until late 2024. The “ Guardians at the Digital Age ” escape game offers 6 missions dealing with: Cyberbullying, fake news, social networks, connected objects, the value of personal data, the economy of attention. A booklet has been designed to explain each mission and provides practical advice on digital uses in relation to the themes. Created by the CNIL and the VYV Group, and supported by the French Ministry of Education, among other partners, Once dismantled in late 2024, the game created on a human scale, so that families can walk around and carry out the missions proposed, will be able to tour the country, visiting public venues in major cities and schools.



Target: General public (teachers, families) and schoolchildren

<https://www.cnil.fr/fr/decouvrez-le-jeu-immersif-les-gardiens-du-numerique-la-cite-des-sciences-et-de-lindustrie>
<https://www.cnil.fr/fr/gardiens-et-gardiennes-du-numerique-tous-en-mission>

■ **France:** Educapcity: the annual digital citizenship rally for 9-15-year-olds ended a tour of France on 22 June 2023, and brought together the finalist teams from all over France in a total of 1,398 children and 280 supervisors. A joint operation involving the CNIL and the Defender of Rights on a common display stand set up on the outdoor lawns in front of the CNIL's premises in

Target: Children from 9 to 15 years old

www.educapcity.org
<https://www.cnil.fr/fr/citoyennete-numerique-la-cnil-participe-educap-city-une-operation-des-tinee-aux-9-15-ans>

Paris, amongst the 67 partners who were on hand throughout the day to welcome the 243 competing teams. The CNIL raised young people's awareness of its Quiz "How to protect your privacy online", based on a card game designed by the institution. The event was run by CNIL staff and its Digital Education Unit, and was also attended by the Chairs of the CNIL and the French Defender of Rights.



■ **Georgia:** In 2022-2023, the Personal Data Protection Service (PDPS) held 28 meetings with 708 participants. It should be noted that some meetings were attended by school students, school and kindergarten teachers, and administrative staff. The meetings dealt with general issues of personal data protection, inclu-



ding the legal grounds and principles of data processing, data security, the lawfulness of data processing, and the rights of minors as data subjects. Furthermore, PDPS has placed informative brochures and illustrated posters in the public schools in order to raise their awareness.

Target: School students, school and kindergarten teachers, and administrative staff members.

<https://old.pdps.ge/en/press/post/9356>



■ **Gibraltar:** Privacy Awareness School Campaign (the "PASC") organised in cooperation with the HM Government of Gibraltar's Department of Education. The PASC aims to examine the relationship between the use of digital technology and privacy matters amongst students aged 9 years and over. The PASC comprises of the delivery of an interactive presentation and a Q&A session targeting student groups (i.e., Year 5 students (aged 9-10 years), Year 7 students (aged 11-12 years), Year 9 students (aged 13-14 years) and Year 11+ students (aged 15 and over)). The presentation is appropriately adapted for each age group and provides a comprehensive understanding of the legal and technical jargon surrounding data protection and privacy matters. The underlying message in all presentations remains consistent. The presentations lay emphasis on the importance of protecting personal data when using Social Networking Sites (SNS) and the appropriate use of privacy controls.

Target: Children aged 9 years and over
[Privacy Awareness School Campaign](#)

Students are made aware of the potential risks of losing control of their privacy when using SNS and advised that failure to control their privacy today may inadvertently present future repercussions.



■ **Hong Kong, China:** Multiple webinars, school talks and a school tour on anti-doxxing and cyberbullying were organized by the PCPD to highlight the serious consequences of cyberbullying and doxxing behaviors in schools. In fact, as at the end of 2023, the PCPD reached out to over 10, 100 students from more than 25 local secondary schools to foster youngsters' understanding on how to protect their personal data online and to say "No" to cyberbullying and doxing through its school tour. As part of PCPD's "Privacy Awareness Week 2023", a dedicated seminar on cyberbullying and doxing behavior involving students was also held to assist

Target: Children, teenagers, students, parents, teachers, and the general public

<https://www.pcpd.org.hk/english/whats-new/20230509.html>
<https://www.pcpd.org.hk/english/whats-new/20221117.html>
https://www.pcpd.org.hk/english/news_events/media_statements/press_20230725.html

students and parents alike in understanding the serious repercussions of such behaviors while providing recommendations on how to prevent / address doxxing and cyberbullying.



■ **Israel:** Youth Leadership for Privacy is an initiative of the Israeli Privacy Protection Authority in cooperation with the Ministry of Education. This is a special and innovative program, in which the participants receive, among other things, knowledge and tools on the subject of privacy protection in the digital space. The students aged between 16-18 (10th-12th grade) serve as "Privacy Ambassadors" for youth and therefore the intention is that the knowledge the students will receive and the topics they will be exposed to will turn them into content and knowledge experts and allow them to raise the flag of maintaining online privacy and protecting personal data in the digital space among teenagers and other circles of influence, even among their parents and teachers.

- In each meeting of the program, one topic is discussed and the students express their position in relation to that topic. This could be an investigation conducted by the Authority regarding the illegal use of personal information, tools for better control of information, documents published by the Authority and more.
- The students are also involved in the activities of the authority and take part, as speakers, in the annual conference held by the authority and have also participated in discussions in the Knesset committees. They could meet with ministers, Knesset Members and directors of government offices. This year the students attended the hearings regarding the amendments to the Israeli Privacy Protection Act and meetings of Knesset committees on the topic of Children's rights.
- The students are also invited to present their ideas for deliverables on the topic of privacy daily activities that could raise awareness to privacy in general. For example, a circular to be circulated by the ministry of Education regarding privacy and data protection, or other types of products such as: videos, lesson plans, a brochure, etc. which will be circulated in educational institutions across the country.
- Initiated as a pilot project, it includes all of the districts of Tel Aviv (South, Central and North).

Target: Students and teachers at secondary level, peers, youth councils, parents

רעון תוגיהנמ: השדח המזוי
תנגהל תושרה | "תויטרפל
תויטרפה (www.gov.il)

■ **Italy:** Conference organised in a boarding-school in Rome in cooperation with the association "Skuola.net" and all the other Italian boarding-schools. The title of the event was "Visible or surveilled? Life on the net",

created as an occasion to exchange between students and the members of the Garante.

Target: Students

■ **Italy:** The event “State of Privacy” organised in September 2022 for the 25th anniversary of the Garante in Naples resulted in the signing of “the Manifesto of Pietrarsa”. This sustainable initiative aims at marking the engagement of companies in delivering information on the processing of personal data in a transparent, accessible and comprehensible way, to move from formal transparency to effective transparency. For instance, they have promised engagement through promotional activities, information campaigns, prize games, the design of training courses, even at a distance, for children and the elderly on the value of personal data.

After the signing of the Manifesto, with ‘State of privacy 2023’, held in Rome, the Garante continued its dialogue with public and private stakeholders on the future of data protection and the challenges raised by new technologies. On that occasion a new awareness-raising and education campaign on the ‘value of privacy’ was launched, to be implemented in 2024, especially in the South and in small towns of the country.

■ **Italy:** Within the celebrations for its 25th anniversary, the Garante organised on the 21st of October 2022 an event at the Argentina Theater in Rome “Privacy First! on the side of young people”. It was the occasion to discuss about social media, cyberbullying, revenge porn,

Target: public institutions, companies, general public

<https://www.garanteprivacy.it/home/docweb/-/docweb-display/docweb/9807083>

[Il Manifesto di Pietrarsa
https://www.garanteprivacy.it/state-of-privacy-2023](https://www.garanteprivacy.it/state-of-privacy-2023)

network risks. The event was built on the “TED Talks” formula in which each of the speakers (the Commissioners, a philosopher, a young priest influencer, a technology expert, a writer) shared a story, a personal experience, gave advice, illustrated a theme related to the privacy of the youngest. The Authority’s intention was to propose a form of communication that was as empathetic as possible and close to young people, capable of involving them and effectively explaining the importance of protecting personal data and the most intimate sphere, one’s own and that of others.

Target: Students

<https://www.garante-privacy.it/web/guest/home/docweb/-/docweb-display/docweb/9815138>



■ **Italy:** The Garante is cooperating with CINI (Consorzio interuniversitario nazionale per l’informatica) in a series of initiatives including webinars on data protection and schools addressed to teachers on privacy issues related to new technologies, including on minors’ consent and apps.

Target: Teachers

<https://programmmailfuturo.it/come/cittadinanza-digitale/la-protezione-dei-dati-personali>

■ **Italy:** The Garante took part in Fiera Didacta Italia, the most important trade fair on innovation in the education sector, held in Florence, on 8-10 March 2023. The Italian DPA organised a seminar and a workshop, respectively dedicated to personal data issues in schools and the role of the Data Protection Officer.

■ **Italy:** The Garante signed a Memorandum of Understanding with Corecom (Regional Communications Committees, functional bodies of the Italian telecommunications authority - AGCOM) on 30 May 2023. The MoU is meant to strengthen the protection of children's data and implement strategies for the prevention and contrast of high-risk phenomena such as cyberbullying and revenge porn. As part of the protocol, the organization of public initiatives involving experts, citizens and institutions is envisaged through courses, conferences, research activities and meetings on the topics of personal data protection, with particular attention to cyberbullying and revenge porn. Information materials will also be prepared (handbook, guidelines, articles, publications) and best practices will be promoted to raise awareness among minors, as the most fragile subjects, towards an informed and safe use of the internet.

■ **Ontario:** In 2022, the IPC issued a call to Ontario's youth, inviting applications for its inaugural Youth Advisory Council. The resulting group includes 10 young people aged 15-24, hailing from different communities across the province, and bringing a huge diversity of

Target: Teachers and students of primary and secondary cycles, public institutions

<https://gpdp.it/temi/scuola>

Target: Teachers and students of primary and secondary cycles, public institutions

<https://gpdp.it/web/guest/home/docweb/-/docweb-display/docweb/g891886>

Target: Students
[Terms of Reference for the Youth Advisory Council](https://www.ipc.on.ca/about-us/ipcs-youth-advisory-council/)
<https://www.ipc.on.ca/about-us/ipcs-youth-advisory-council/>

backgrounds, experiences, and outlooks to the table. This group of highly engaged youth are advising the IPC office in developing education and outreach materials that are more relevant to young people. Our Youth Advisors are sharing their views about digital literacy, access, and privacy rights in Ontario. Guided by the Youth Advisory Council's advice on IPC program ideas and resources, the office is more committed than ever to enhancing privacy education and digital literacy, specifically among children and youth.

■ **The Philippines:** The NPC conducted **Kabataang Digital (Digital Youth) Caravans** in schools in 2023, where workshops, training sessions, and awareness campaigns were directly held, targeting both students and educators.

In celebration of National Children's Month, the KD Campaign also organized the **Young Privacy Advocates Annual Summit** in 2022 and 2023 as part of its advocacy campaign to provide basic knowledge on the



implications of the digital environment related to children's privacy rights and promote online safety and age-appropriate use of online platforms and technologies. Through caravans and summits, the KD campaign has successfully reached **more than 18,000 Filipino youth**, guided by the campaign's core principles: **Smart, Vigilant, and Discerning**.

Target: the youth

<https://privacy.gov.ph/kd/>

■ **Poland:** Implementation of the 13th edition of the Nationwide Educational Programme of the Personal Data Protection Office "Your data – Your concern". Effective protection of personal data. Educational activity addressed to students and teachers" in 2022/2023

<https://www.uodo.gov.pl/en/642>

Initiatives implemented as part of the 13th edition included i.e.: #DataProtectionLessons were launched as a new initiative of the "Your data - Your concern" programme in 2022 and 2023. It included educational activities for students and teachers. Courses were organized to inform students about how to navigate safely in the world of new technologies. Among the topics of the online lessons planned were: privacy, protection of personal data and safe use of such data on the Internet or while using new technologies, conscious management of one's image, especially when using social media, and recognising the risks associated with the use of personal data in the virtual world.

Target: Students and teachers

<https://www.uodo.gov.pl/en/642/1471>

<https://www.uodo.gov.pl/en/642/1473>

<https://www.uodo.gov.pl/en/642/1475>

<https://www.uodo.gov.pl/en/642/1476>



■ **Poland:** The Summer Academy for Personal Data Protection: The series of online meetings with the representatives of the Polish DPA as well as the leaders of the “Your data – Your concern” programme. The initiative is directed to students of classes VII and VIII of primary schools and students of secondary schools. The initiative was organised with the aim of helping young people to develop informed and responsible attitudes in order to use the Internet safely, by spreading knowledge of the principles of handling personal data in the world of new technologies. The initiative also served to emphasise the role of the value of personal data protection in the everyone’s lives – the representatives of the younger generation in particular.

Target: Primary and secondary school students
<https://archiwum.uodo.gov.pl/en/553/1365>



■ **Poland:** “How much is your data worth? A few words about the challenges of monetization”. On 16th March 2023, students from one of Warsaw’s secon-

dary schools participated in an educational activity organized by the Polish DPA. The topic of the educational classes and the discussion with the participants were aimed at making young people aware of what personal data is and the fact that this data is a value in itself, as it directly relates to the fundamental rights of the individual. It is up to the level of awareness and maturity of the individual person to decide whether and how he or she will take care of the security of their personal data.

■ **Poland:** GDPR Summer Leadership Academy. In 2023 a new, free educational initiative was launched. This was an educational project for students and graduates enriching them with practical knowledge on the principles of personal data protection. During online lectures and onsite meetings from July to September 2023, students and young graduates could gain unique knowledge and marketable professional skills, drawing on the knowledge and experience of the Polish supervisory authority experts and current data protection leaders.

■ **Serbia:** “The Digital caravan” campaign aimed to raise

Target: Secondary school students

<https://www.uodo.gov.pl/pl/138/2649>

Target: university students and graduates

<https://www.uodo.gov.pl/en/553/1511>



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awareness by touring caravan which circulated throughout Serbia to reach school pupils.

Target: students from 6 to 12 year

■ **Turkey:** Through the “KVKK Academy Truck” project, Turkey’s data protection commission aimed to mitigate the negative effects of the earthquake on children following the earthquake that took place on February 6, 2023. The project was launched in five provinces to raise awareness among children and their families of the concept of personal data through fun, awareness-raising and information activities. Activities were organized for children and young people aged 5 to 18 living in remote villages.

Target: Young people aged 5 to 18

<https://www.kvkk.gov.tr/icerik/7645/KVKK-Akademik-Tiri-Deprem-Bolge-sindeki-Cocuklar-Icin-Yeniden-Yola-Cikti>



Use of social networks



Target: General public
<https://twitter.com/sicsu-per/status/1621886294698893312?s=20>

Target: Parents, guardians, children and general public
[Data Protection in a World of Sharenting - YouTube](#)
[Protect Your Privacy - Summer Top Tips](#)
[Privacy and Christmas Top Tips](#)

● **Colombia:** Infographics posted on Twitter and Instagram to raise public awareness

● **Gibraltar:** Awareness raising audio-visual videos are published on the Gibraltar Regulatory Authority's ("the GRA") YouTube channel. See links below.

The GRA also uses social media to provide summarised data protection guidance to the public. These social media campaigns which may consist of one-off ad hoc advice or more focused guidance published weekly over a longer period of time. Both the awareness-raising audio-visuals and the social media campaigns are shared on the GRA's website and also on the GRA's social media platforms (e.g., LinkedIn, X and Facebook).



● **Georgia:** The #MakeaHabit Personal Data Protection online campaign ran for a month to raise awareness of data protection among the general public. The campaign was conducted on social media in simple, non-legal language, to make data protection topics ac-

cessible and understandable. Among the topics addressed: leaving electronic devices unattended; rashly and thoughtlessly accepting a privacy policy document; violation of direct marketing rules; third-party rights in the dissemination of private photos....

The illustrated cards, with important advice, encourage us to think every day about why it is crucial to constantly question the reasons for requests for our own or others' data, the purposes for which they are made and whether they comply with legal requirements.

Furthermore, it should be noted that the Law of Georgia "On Personal Data Protection" cannot regulate every aspect of data protection issues. The legislation does not cover data processing for personal purposes. Nevertheless, it is vital to establish a culture of data protection and respect in personal relationships.

Adhering to the information provided in the campaign and considering specific rules will prevent potential moral or financial losses in the future.

In this context, thematic posters have been published, offering advice and role-playing for those concerned in their day-to-day activities, to help them learn how to protect their personal data. The Cards were shared via Social Media: <https://www.facebook.com/media/set/?set=a.150524724275331&type=3>.

Target: General public
<https://personaldata.ge/en/library/post/8415>
<https://globalprivacyassembly.org/wp-content/uploads/2023/07/A25.-Personal-Data-Protection-Service-of-Georgia-PDPS-Campaign.pdf>
<https://old.pdps.ge/en/library/post/8415>



Target: Children and students

https://www.youtube.com/watch?v=-QJAY5wi71E&ab_channel=%E7%A7%81%E9%9A%B1%E5%85%AC%E7%B-D%B2PCPD

Hong Kong China: In March 2023, a promotional video entitled "Saying No to Cyberbullying and Doxxing" was published by the PCPD on social media channels including YouTube to assist students, teachers, parents and the general public in understanding the importance of staying away from cyberbullying and doxxing behaviors and safeguarding personal data privacy for children.



Target: Parents, guardians and general public

[Back-to-school photos — Keeping information about your child safe | 30/08/2023 | Data Protection Commission](#)
[Link to infographic](#)

Ireland: PauseBeforeYouPost campaign: The DPC launched in 2023 a #PauseBeforeYouPost campaign on social media in order to raise awareness among parents of the risks involved in posting back-to-school photos of children online. The campaign also provided parents with tips on how to keep their children's information safe, such as avoiding oversharing information, making sure there is no identifiable information in the background of the photo, and the importance of talking to children before posting their photos online.



● **Italy:** In respect of the initiatives on a more aware use of social networking, the Garante's website section



on sharenting (Sharenting - Garante Privacy) giving tips and aiming at highlighting that it is necessary for "adults" to be aware of the

prejudices to which they subject minors with the exposure of their photos online (generally forever), also in terms of the use of images for child pornography, retaliatory or otherwise improper purposes by third parties.

● **United Kingdom:** Messaging to mark children's day and to highlight how the ICO's Children's code protects children in the digital world posted on Twitter.

● **United Kingdom:** Messaging to mark the Safer Internet Day posted on Twitter.

● **United Kingdom:** The ICO has provided videos on both its website, and also via its YouTube channel, on data protection in small schools.



Target: Parents, guardians and general public
<https://www.garanteprivacy.it/temi/minori/sharenting>

Target: general public
<https://ico.org.uk/for-organisations/advice-for-small-organisations/whats-new/e-learning/#smallschools>

Target: Children
<https://twitter.com/iconews/status/1594642307739176961?lang=en>

Target: General public
<https://twitter.com/ICOnews/status/1622892601559883776>

Surveys/Studies

4



■ **Italy:** Garante launched a survey on young people and privacy, with the submission of a questionnaire to a significant sample of students. The analysis of the data from the survey was carried out by Skuola.net, on behalf of the Data Protection Authority, the aim of which was to investigate the type of approach that new generations have to the subject of “privacy and digital life”. The questionnaire, consisting of 15 questions, was administered on the portal www.skuola.net portal resulting in 2,600 responses/completed questionnaires in the 11-24 age group. The results of the survey were announced on 28 January.

Target: Students

<https://www.garanteprivacy.it/home/docweb/-/docweb-display/docweb/9739770>

<https://www.garanteprivacy.it/web/guest/home/docweb/-/docweb-display/docweb/9740438>

■ **France:** A summary of the existing literature on the use of digital technology by teenagers was published on the CNIL’s Laboratory website linc.cnil.fr. At the same time, a sociological study has been carried out in secondary schools to understand young people’s relationship with digital use and a survey conducted among 600 parents of teenagers. The aim is to produce adapted awareness-raising resources in 2024. A conference with specialists on this topic of digital and teenagers was planned in 2023 to present and comment the results at the CNIL



Target: Teachers, parents, welfare centers, sociologists

<https://linc.cnil.fr/numerique-adolescent-et-vie-privee-episode-1-ce-que-dit-la-litterature-en-sciences-sociales>

<https://linc.cnil.fr/numerique-adolescent-et-vie-privee-episode-2-au-contact-des-collegien-es-et-collegiens>

<https://linc.cnil.fr/numerique-adolescent-et-vie-privee-episode-3-enquete-statistique-au-pres-des-parents>

■ **Gibraltar:** Privacy Awareness School Survey 2022-23: The annual survey examines the relationship between the use of digital technology and privacy matters and allows the GRA office to identify any key changes or behavioural trends in privacy practices amongst students in Gibraltar. The information gathered from the survey is presented in a report which also provides a comparative analysis with results collated from previous years.

Target: Year 5, 7, 9 and 11 students from local schools, including level 1 and 2 students from the Gibraltar College.

<https://www.gra.gi/data-protection/privacy-awareness/school-campaign>
[Privacy Awareness School Report 2022-23](#)

■ **United Kingdom:** A survey was carried out by the ICO in March 2022 to understand teachers and schools' level of awareness and teaching of the Children's code, online data protection and its associated resources throughout the UK.

Target: Teachers

<https://ico.org.uk/media/4025480/ico-teachers-survey-march-2022-wave-1.pdf>



Competitions

Competitions for young people in primary and secondary schools and higher education are frequently organized by data protection authorities with educational partners under various formats. There is a wide variety, ranging from all types of multimedia or artistic creations, technical works (drawing, painting, essays), the production of a single type of medium such as videos or mobile applications raising youth awareness on data protection rights, digital citizenship and responsible use of the Internet.



● **Bulgaria:** Annual competition for students on the theme: "Particularities of personal data protection in an online environment - lessons learned after two years of the pandemic" with regard to the challenges of protecting personal data in this digital environment.

It was carried out in 2 stages, written essays evaluation and oral presentation of the 10 best scored essays to the competition committee.

Target: Students in the last three years of higher education

<https://www.cpdp.bg/?p=element&aid=1232->
the information is available in Bulgarian



● **France:** The annual competition "the 5th Class Trophy" aimed at promoting a civic culture of digital uses as part of media and information education. Two themes were taken in 2022-2023 from the DEWG personal data competency framework for students: i) knowing the rights and duties associated with using the Internet, and ii) knowing how to protect one's privacy and personal data, for responsible use of online digital tools

and resources. Application from class consisted in the submission of a collective production using a digital medium (multimedia poster, podcast, quiz, video, digital book, digital game, etc.), with the aim of raising awareness among pupils aged 8-11 years, and respecting the rules set for copyright and personal data protection. The competition was organised by the Ministry of Education and Youth and the CNIL in partnership with Radio France media, the Educnum collective of actors and schools' members of the eTwinning scheme.

Target: Pupils of cycle 3 class (8-11 years) including 4th to 6th grades in France (metropolitan and overseas), including those taking part in the eTwinning scheme.

<https://primabord.eduscol.education.fr/trophees-des-classes-les-laureats-2022-2023>
<https://www.cnil.fr/fr/decouvrez-les-laureats-des-trophees-des-classes-2024>

● **Georgia:** The blog competition organized by the DPA of Georgia was aimed at pupils aged 13 to 17 on the theme of “My Personal Data and Eyes Wide Open”. The goal of the competition was to raise awareness of the importance of protecting personal data, to encourage students to think critically and playfully about it, and to involve their families and communities in the initiative. The winning students were awarded certificates, as well as prizes - tablets and other equipment.

Target: Children aged 13 until 17 years old.

<https://old.pdps.ge/en/press/post/8649>
[View more informations](#)

● **Hong Kong, China:** In 2022 – 2023, a short video competition for primary school students entitled “Respecting Privacy Begins with Me” was organized by the PCPD to encourage local students in understanding more on how best to protect their personal data privacy online. Over 320 Primary 3 to Primary 6 students from 41 schools participated in the Competition, amounting to a total of 74 entries. Participating teams could choose one of the three themes for their videos: “Respect Others’



Target: Primary School Students

https://www.pcpd.org.hk/english/news_events/media_statements/press_20230517.html
<https://www.youtube.com/playlist?list=PLji3ZNFig-t6pjVJ2Lcha2uuz3oSHN-65Hb> (The playlist of the award-winning videos)

Personal Data Privacy”, “Say ‘No’ to Cyberbullying” or “Stay Vigilant Online: Be Careful while Disclosing Personal Data”, and produce a short video clip that lasted for less than two minutes.

● **Hong Kong, China:** The PCPD has organized the “Student Ambassador for Privacy Protection Programme – Partnering Schools Recognition Scheme”, over the years to foster a culture of respecting and protecting personal data privacy on campus. The latest event was held in August 2022, which attracted the participation of over 16,000 secondary school students. Under this flagship event, a “Mobile Game Apps Design Competition for Secondary School Students”, was also held, receiving an overwhelming response of over 150 entries from more than 400 secondary school students. Through these events, the PCPD aims to proactively help students cultivate the correct value and attitude towards the protection of personal data privacy, and say no to cyberbullying and doxxing acts.

Target: Secondary School Students

<https://www.pcpd.org.hk/childrenprivacy/en/student-ambassador-program/student-ambassador-program.html>

https://www.pcpd.org.hk/english/news_events/media_statements/press_20220824.html



Italy: The Garante launched in January 2023 a competition for secondary school students asking them to make a video to explain to their peers what privacy is for them and how to protect it. The initiative aimed at involving teachers and children in information and awareness projects on the value of personal data and the importance of defending them, especially in the digital dimension.

The Authority developed a special educational kit available to schools that intended to participate with training courses on topics having great impact, especially for the youngest, including, in particular, cyberbullying; identity theft; revenge porn; online profiling; digital assistants; wearable devices; deepfake. At the end of the training courses, the classes involved were asked to record short videos on the topics discussed with the teachers, promoting awareness-raising and information actions on data protection and digital education. Students were therefore considered as "ambassadors of privacy". 3 prizes were awarded to the winning videos created - respectively worth 3,000, 1,500 and 1,000 euros - which the winning schools were able to allocate to purchases of teaching technology.

Mexico: The competition aimed to promote the importance of privacy and personal data protection among children as part of civic education on exercising the right to personal data protection. The applicants had to submit a video presenting his or her arguments and ideas on a subject related to the protection of personal

Target: Students

The educational kit and the competition rules - with all the information needed to participate and details on the technical requirements of the videos - can be consulted on www.gpdp.it/ambasciatoriprivacy and <https://ambasciatoriprivacy.it>.



Target: Teenagers from 10 to 12 years old
<https://concurso.inai.org.mx/plenoninos/>
<https://home.inai.org.mx/wpcontent/documentos/SalaDePrensa/Comunicados/Comunicado%20INAI-039-23.pdf>

data and privacy. The following themes were proposed for guidance:

Protection of personal data and privacy in social networks, grooming, sharenting, cyberbullying, doxing, digital rights, digital violence, identity theft, value of your personal data, what advice would you give to your friends who share photos of themselves and others without their permission? How do I explain to my grandparents that they should protect their personal data? to name but a few. Three winners were selected from among 12 winners from each federal state giving them automatic access to

the national phase, and the prize-giving ceremony, included a children's plenary session and a visit to Mexico City (the week of 2 to 6 October 2023). The competition was also intended to provide the opportunity to become a Children's Commissioner and be part of the Children's Plenary 2023.

Poland: 'Michał Serzycki' Data Protection Award was established in 2018 and is awarded to individuals and organizations recognized for promoting, in Poland and abroad, the value of personal data protection and the right to privacy. The prize is also awarded to those whose achievements highlight the extremely important role of social education and for their activities in the field of education about personal data protection.

They range from lawyers, scientists, representatives of NGOs, above all, teachers, leaders of the “Your data – Your concern” Programme who contribute through their engagement in society to more widely inform about personal data protection and how to exercise one’s rights. As every year, the leader of the Your data - Your concern programme and two representatives from the academic world - specialists in data protection - were awarded in 2023.



Target: Teachers, general public and organizations
<https://www.uodo.gov.pl/en/p/michal-serzycki-data-protection-award>

● **Poland:** “Data Protection in the Digital Jungle” is a competition for students and for teachers (the best initiative) within „Your data - Your concern” Programme. The main objective of the competitions for students and for schools and teachers training centres is to promote the principles of personal data protection among children and young people, to popularise knowledge on personal data protection among students, and to emphasise the important role of the subject of privacy and personal data protection in everyone’s life. In the 13th edition of the Programme (2022/2023), the task in the competition for students was to record and edit a short film in the form of reels or to prepare an artistic work in the form of a drawing or comic strip relating to the competition’s theme “Data Protection in the Digital Jungle”. In turn, the aim of the competition for schools and teachers training centres was to select the most interesting educational initiatives disseminating knowledge about data protection and the right to privacy among young

people, as well as to work towards broadening and deepening knowledge on this topic.

Target: Schools, students
<https://www.uodo.gov.pl/en/642/1518>



Target: Young students
<https://dataprotection.gov.sk/sk/aktuality/vyhlasenie-esejovej-sutaze-2023-ziakov-8-9-rocnika-zakladnych-skol-3-4-rocnika-osemrocnych-gymnazii-htmych-skol-3-4-rocnika-osemrocnych-gymnazii.html>

Slovakia: The competition intended for young students in the 8th and 9th grades of elementary schools and in the 3rd and 4th grades of eight-year high schools (age 13 to 16) invited them to write an essay on two topics: What does the internet know about me? or Me and my future on social networks. Scope of work maximum 3600 characters.



● **Switzerland:** A video competition on the subject of data protection: "Does AI promise us a good life with AI, or will algorithms lead us into a new slavery? What role do humans play?" with 3,000 Swiss francs up for grabs. The winner was selected by the DPO.

Target: General public (youtubers, tiktokers...)

<https://www.datenschutz.ch/mitteilungen/2023/tanzen-wir-nach-algorithmen-datenschutz-video-wettbewerb-2023>



Platforms

6



■ **Belgium:** The Belgian DPA "GBA" carried out maintenance of its specific website 'Je décide' on data protection aimed at minors, parents and teachers. It is written in plain language for young people and children, with concrete illustrations of everyday life. It also includes practical advice for parents. The website www.jedecide.be has won a variety of awards, including the "watwat" label in Flanders, which is granted to tailor-made information projects for young people, disseminated in a form that is accessible and easily understood by this audience. New content will continue being added on the website.

Target: Children and youth, teachers, parents

<https://www.jedecide.be/>

<https://www.jedecide.be/les-jeunes>

<https://www.jedecide.be/les-parents-et-len-seignement>

■ **Bulgaria:** Creation of an additional tab on its official website titled "The children and their personal data" where the following content is displayed: brochures on the personal data protection rights (for children), 9 Video clips on Privacy in the digital era, 10 advices on how to protect ourselves in Internet.

Target: Children and youth, teachers, parents

<https://www.cdpd.bg/index.php?p=pages&aid=65>- section "The children and their personal data"

<https://www.cdpd.bg/index.php?p=element&aid=1361>- Children and young people rights when working in digital platforms (available in Bulgarian)

<https://www.cdpd.bg/index.php?p=element&aid=1373> - Personal data and their protection- everything about them and how to protect them (for children)- in Bulgarian

<https://www.cdpd.bg/index.php?p=element&aid=1374> - Your personal data protection rights (for children)- in Bulgarian

<https://www.cdpd.bg/index.php?p=element&aid=1375> - General guidance for your on-line personal data protection (for children)- in Bulgarian

<https://www.cdpd.bg/index.php?p=element&aid=1105> - video clips under the general title «Privacy in the digital era »- in Bulgarian

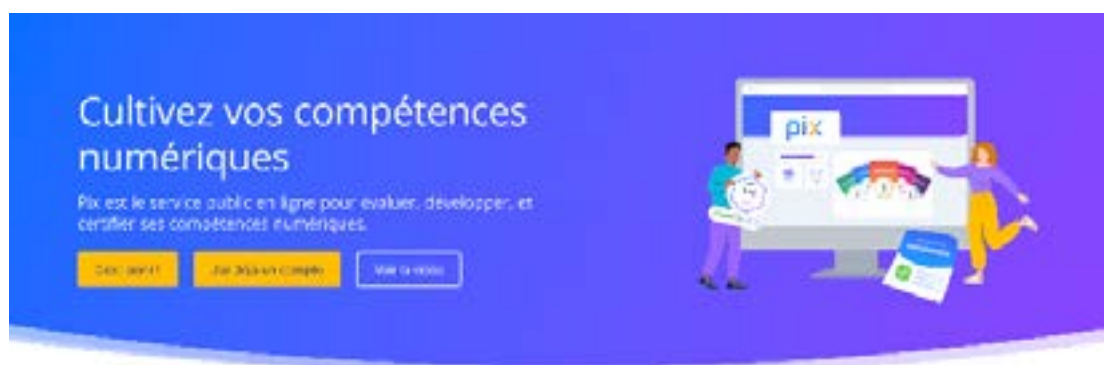
<https://www.cdpd.bg/index.php?p=element&aid=1377>- video clip « 10 advices how to protect ourselves in Internet »- in Bulgarian

<https://www.safenet.bg/bg/>- official site of the National Safe Internet Center

■ **Germany:** The BfDI is involved in the currently revised "Young data website", a portal provided by regional and federal data protection authorities for young people on data protection.

Target: Children and youth
<https://www.youngdata.de/>

■ **France:** The development of the Pix platform in France as a public online service free of charge allows learners to develop and certify citizens' digital skills in protecting their personal data in the digital world which a. Pix certification has been recognized by the French state and made compulsory for all pupils in the 9th and 12th grades of high school. This scheme has been extended as early as in the 6th grade by the French Ministry of education. The CNIL is currently further collaborating with Pix structure in the adaptation of new questions and tests from beginners to experts in the field of privacy and security.



Target: Young children, teachers, the general public
<https://www.cnil.fr/fr/la-cnil-et-pix-sassocient-pour-developper-les-competes-competences-numeriques-des-francais>
<https://pix.fr/>
<https://pix.org/en/>

■ **Hong Kong, China:** The PCPD hosts a thematic webpage dedicated to children's personal data privacy to raise the awareness among children, teachers and parents about the importance of protecting children's privacy online. The webpage provides various resources to help children, parents and teachers learn more about how to navigate the internet world and social networks safely. Apart from providing a range of educational resources for interested parties to make reference to, interactive mini-games are also provided to assist students and children to learn more about personal data protection.



Target: Children, parents, teachers and the general public
<https://www.pcpd.org.hk/childrenprivacy/en/>

■ **Italy:** In 2023, the Garante updated the thematic section of the website dedicated to minors. The page describes the Authority's competences on this issue, recalls the protection that the GDPR and Italian law grant to minors, and elaborates on the procedures to apply to the Garante for the removal of content relating to cyberbullying and revenge porn.

Target: General public, families

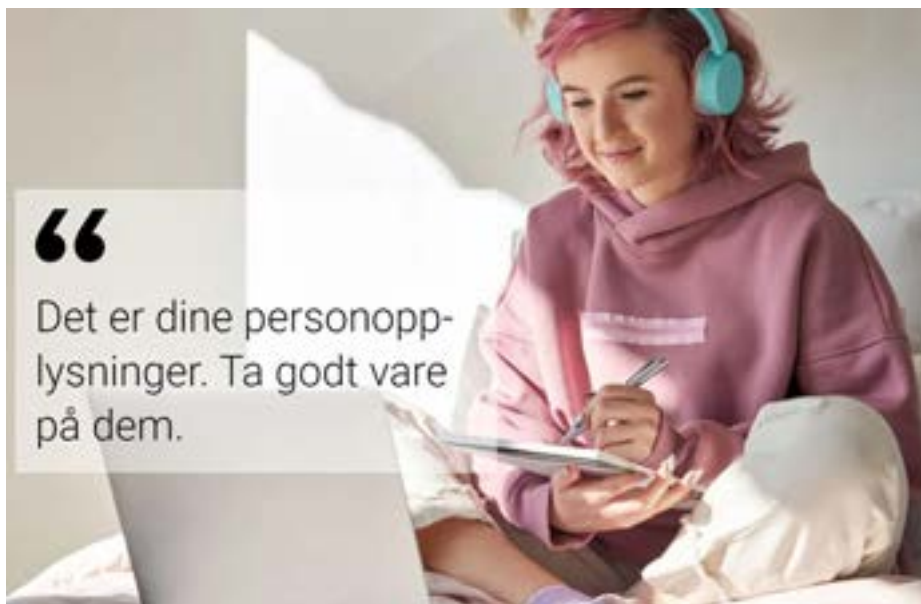
<https://www.garanteprivacy.it/temi/minori#:~:text=Il%20Regolamento%20europeo%20stabilisce%20che,chi%20esercita%20la%20responsabilit%C3%A0%20genitoriale>

■ **Morocco:** The "Koun3labal" platform is like a virtual school launched by the CNDP on December 2022. "Koun3labal" means "be watchful/aware". Its aim is to raise awareness among children, teenagers and women about the dangers, risks, rights, means of protection, and available channels of recourse for the protection of their digital privacy, at both Moroccan and African levels. It provides examples of best practices, recommendations and tools to help all these audience deal with the world of digital technology with caution. It also targets parents/guardians, teachers and researchers to raise awareness of these issues.



Target: Children and youth, parents, general public
www.koun3labal.ma

■ **Norway:** The Norway authority is involved with the creation and maintenance of the web page www.dubestemmer.no which has been revised. The goal of this web page is to raise awareness and knowledge about children's right to privacy. The main focus is on netiquette (proper behaviour on the internet), privacy and digital discernment.



Target: Children and young people
www.dubestemmer.no

■ **Slovakia:** The Office for the Protection of Personal Data of the Slovak Republic has created a separate e-mail address for questions related to the protection of personal data intended for youth and children junior@pdp.gov.sk

Target: Children
<https://dataprotection.gov.sk/sk/aktuality/zriadujeme-emailovu-schranku-ochranu-osobnych-udajov-deti-mladeze.html>

■ **United Kingdom:** The ICO has created:

- a suite of school resources for teachers to use when discussing privacy issues and the value of personal data.
- blogs on data protection tips for early years settings. These top tips will help day nurseries, pre-schools, nursery schools and childminders get started with data protection compliance.
- data protection advice for schools on taking photos of students.



Target: Nursery, children, youth and educators

[School resources | ICO](#)

[Data protection tips for early years settings | ICO](#)

[Taking photographs: data protection advice for schools | ICO](#)

