



## GPA Global Privacy and Data Protection Awards 2025

### 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](mailto:secretariat@globalprivacyassembly.org) **no later than 16 June 2025**.

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:	NATIONAL PRIVACY COMMISSION	
Person completing this form:	ANA CARMELA ERIKA	REBLORA
	<i>First name</i>	<i>Last name</i>
Job title:	ATTORNEY III/MEDIATION OFFICER, LEGAL DIVISION	
Email address:	ace.reblora@privacy.gov.ph	

#### 2. ELIGIBILITY

By submitting this entry, I confirm that (*please tick all boxes to confirm*):

- ☒ The Authority is a member of the Global Privacy Assembly
- ☒ The initiative described in this entry was undertaken before 16 June 2025.
- ☒ 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

<sup>1</sup> [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)**

With the exponential rise in data privacy complaints in the Philippines – largely due to the fast-paced digitalization of various services – the National Privacy Commission (NPC) recognizes the urgent need to improve public awareness and access to alternative dispute resolution mechanisms, specifically, mediation services. It is a swift and cost-effective mechanism to resolve disputes, but its process remains largely misunderstood, and even inaccessible to parties.

Thus, the **Mediation Infographic Initiative** was born, aiming to:

- Simplify and demystify the NPC Mediation Process through visuals and illustrations using understandable language to most of the Filipino data subjects;
- Empower parties to complaints to effectively engage and participate in good-faith negotiations in resolving their dispute; and
- Strengthen the people's trust in the enforcement function of the Commission through transparent public education of the mediation process.

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

With the exponential rise in data privacy complaints in the Philippines – largely due to the fast-paced digitalization of various services – the National Privacy Commission (NPC) recognizes the urgent need to improve public awareness and access to its alternative dispute resolution mechanism, specifically, mediation.

While mediation offers a swift and cost-effective way to settle privacy disputes, it remains unfamiliar and intimidating to many, particularly ordinary citizens who may lack legal knowledge or access to legal support.

To address this, the NPC launched the **Mediation Infographic Initiative**, a public information campaign designed as a comic strip – a format deeply rooted in **Filipino culture and storytelling**. Known locally as “*komiks*”, comic strips have long served as an accessible and entertaining way to convey serious messages to the public or confront issues through real-life scenarios. In this way, cultural familiarity is leveraged to present mediation in a relatable, realistic and engaging format.

Using local language (Filipino), conversational tone, and culturally resonant illustrations, the comic strip demystifies the NPC's mediation procedure—from filing a complaint to participating in a mediation conference—through the story of everyday characters navigating real-world data privacy concerns.

Widely distributed through NPC website and social media platforms, and soon in print, the comic strip ensures accessibility across all communities. Through this, the Commission hopes to build a more inclusive and engaged ecosystem where every Filipino is empowered to protect their personal data.

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

The NPC's **Mediation Infographic Initiative** deserves recognition for its culturally grounded, inclusive approach. It serves as a tool to promote an effective and efficient way of settling data privacy disputes and an avenue for parties to complaints to have a platform to discuss matters affecting their data privacy rights.

Oftentimes, matters like dispute resolution and enforcement are viewed as something restrictive, intimidating and distant from the everyday lives of ordinary people. It gives the impression that the public, without legal counsel or assistance, cannot successfully defend or assert their rights. With the **Mediation Infographic Initiative**, data subjects realize that they can take an active role in resolving their dispute and achieving justice without the concomitant legal expenses usually attributed to case resolution.

Most importantly, this **Initiative** shifts the perception of enforcement from punishment to partnership. It brings clarity to a crucial redress mechanism through relatable visuals and understandable language. By using *komiks*, the **Initiative** is able to breakdown the most complex concepts and legal procedures. It is truly impactful in a country where digital literacy and access to legal support vary widely. This **Initiative** deserves recognition for defying barriers that hinder immediate redress to privacy concerns of the Filipino people.

**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)

Pls see attachments:

<https://privacy.gov.ph/quick-guide/>

<https://privacy.gov.ph/wp-content/uploads/2025/06/HepHep-The-Mediatior-Part-1.pdf>



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*)

NPC Website – Under Resources, Quick Guides

<https://privacy.gov.ph/quick-guide/>

NPC Facebook page part I (published 11 December 2024)

<https://www.facebook.com/share/1Acsatng8z/?mibextid=wwXlfr>

NPC Facebook page part II-A (published 05 September 2024)

<https://www.facebook.com/share/p/16Sfr8ituk/?mibextid=wwXlfr>

NPC Facebook page part II-B (published 15 November 2024)

<https://www.facebook.com/share/1EP5fqXgAn/?mibextid=wwXlfr>

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*):

NPC Website – Under Resources, Quick Guides

<https://privacy.gov.ph/quick-guide/>

NPC Facebook page part I (published 11 December 2024)

<https://www.facebook.com/share/1Acsatng8z/?mibextid=wwXlfr>

NPC Facebook page part II-A (published 05 September 2024)  
<https://www.facebook.com/share/p/16SfR8ituk/?mibextid=wwXlfr>

NPC Facebook page part II-B (published 15 November 2024)  
<https://www.facebook.com/share/1EP5fqXgAn/?mibextid=wwXlfr>