



## 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:	Gibraltar Regulatory Authority ("GRA")	
Person completing this form:	Louise	Busto
	<i>First name</i>	<i>Last name</i>
Job title:	Information Rights Manager	
Email address:	<a href="mailto:louise.busto@gra.gi">louise.busto@gra.gi</a>	

#### 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)**

This social media campaign was two-fold.

*"Privacy-Proof Countdown to Christmas"*

Featured 12 practical, Christmas-themed privacy tips, shared on social media between 2<sup>nd</sup> and 24<sup>th</sup> December 2024.

*"Data Protection, Your Guiding Light"*

Combining lively music and catchy lyrics, this video delivered key online safety messages encouraging viewers to stay vigilant while enjoying their digital festivities.

Both initiatives served as a timely reminder that data protection remains important, even amid seasonal distractions.

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

This innovative festive campaign by the GRA combined strategic communication, creative content development, and thoughtful public engagement to raise awareness about data protection during the busy holiday season—a time when privacy is often overlooked.

The centrepiece of the campaign titled *"A Privacy-Proof Countdown to Christmas"* was the 12-part social media series featuring practical, Christmas-themed privacy tips. Shared on every even day from December 2<sup>nd</sup> to 24<sup>th</sup> 2024, the posts were carefully crafted to appeal to a broad audience—including individuals, families, and organisations—delivering relevant advice at a time when online activity typically spikes. The GRA team invested significant time researching current digital privacy issues, trends in online threats, and best practices for safeguarding personal information, ensuring that each tip was timely, accurate, and useful.

Accompanying the countdown was a lively and engaging audio-visual piece titled *"Data Protection, Your Guiding Light"*. This festive video used cheerful music and catchy lyrics to highlight key messages such as creating strong passwords, avoiding phishing scams, and Christmas shopping safely online. It aimed to cut through the holiday noise with a message that was both educational and entertaining, encouraging viewers to take control of their digital presence.

Behind the scenes, the campaign involved extensive planning and content development. From topic selection and scriptwriting to design and distribution, each element was tailored to resonate with an audience often distracted by the seasonal rush.

The campaign successfully positioned data protection as a relevant, everyday concern (even at Christmas), reinforcing the idea that safeguarding personal data is a gift that continues to give long after the holidays end.

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

The GRA's Christmas initiative deserves recognition for its bold, creative, and highly effective approach to spotlighting data protection at a time when it's most often forgotten. Launching during the festive season, a period of heightened digital activity and lowered vigilance, it cleverly transformed privacy awareness into a compelling, holiday-themed conversation.

What sets this campaign apart is not just its originality, but the thoughtful, tailored effort invested in creating content that speaks directly to the needs of our small jurisdiction. The tips and messages were carefully researched and crafted to resonate across all demographics, delivering both substance and seasonal charm. It struck a rare balance—making complex, critical issues like data protection accessible, engaging, and even enjoyable.

This was a well-executed initiative, with content designed to remain relevant and adaptable for years to come, even as the digital landscape continues to evolve. More than just a seasonal campaign - it served as a powerful reminder that safeguarding personal data is a year-round responsibility.

- 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*)

**"Privacy-Proof Countdown to Christmas"**



To view the full campaign, click below:

<https://www.gra.gi/uploads/documents/data-protection/Privacy%20Awareness/Social%20Media%20Campaigns/SMP%20-%20Christmas%20Countdown%20v.5.pdf>

**"Data Protection, Your Guiding Light"**



To view the full video, click here: [https://youtu.be/Yu-3Xlg6\\_7g](https://youtu.be/Yu-3Xlg6_7g)

For access via GRA website, click below:

<https://www.gra.gi/data-protection/privacy-awareness/awareness-raising-audio-visuals>

- 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)*

See above.

- 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):*

Social media plays a vital role in the GRA's public engagement strategy. Through both ad hoc posts and larger campaigns, we share valuable privacy-related content with the public, often directing them to more in-depth resources such as infographics and guidance notes.

All social media campaigns are available in PDF format on the GRA's website (click here: <https://www.gra.gi/data-protection/privacy-awareness/social-media-campaigns>) or may be accessed on the GRA's social media platforms, as follows:

Facebook: <https://www.facebook.com/GibraltarRegulatoryAuthority>

LinkedIn: <https://www.linkedin.com/company/527355/admin/dashboard/>

X: <https://x.com/gibregauthority>

YouTube: <https://www.youtube.com/channel/UCO958LkccAK48VwKvKS5Djg>