**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 **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[[1]](#footnote-2) applies.

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| 1. **CONTACT DETAILS FOR THIS ENTRY**
 |
| Privacy/Data Protection Authority: | Garante per la Protezione dei Dati Personali (GPDP) |
| Person completing this form: | Riccardo Acciai |  |
|  | *First name* | *Last name* |
| Job title: |  |
| Email address: | r.acciai@gpdp.it |

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| 1. **ELIGIBILITY**
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| By submitting this entry, I confirm that (*please tick all boxes to confirm)*:  |
|[x]  The Authority is a member of the Global Privacy Assembly |
|[x]  The initiative described in this entry was undertaken before 16 June 2025. |
|[x]  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. |

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| 1. **CATEGORIES**
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| Please indicate which category you wish to enter.*Please tick* ***one;*** *please use a separate form for each category you wish to enter:* |
|[x]  Education and Public Awareness |
|[ ]  Accountability |
|[ ]  Dispute Resolution and Enforcement |
|[ ]  Innovation |
|[ ]  People’s Choice |
| 1. **DESCRIPTION OF THE INITIATIVE**
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| 1. **Please provide a brief summary of the initiative** *(no more than 75 words)*
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| In January 2025, the GPDP a communication campaign on RAI’s radio, TV channels and social media platforms, addressing the growing issue of "sharenting"—the sharing of kids’ images on social media posted by their parents or relatives. With its powerful claim, “Their privacy is worth much more than a like”, the campaign which precisely targets parents who post photos of their children online, highlights the importance of protecting children’s digital identity.  |

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| 1. **Please provide a full description of the initiative** *(no more than 350 words)*
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| In 2025, the GPDP launched a nationwide institutional communication campaign aimed at raising awareness about the risks associated with “sharenting”—the frequent and often excessive sharing of photos and videos of children by parents on social media platforms.The initiative is driven by growing concerns over the long-term implications of disclosing children’s personal information online, often without their consent or understanding (obviously impossible or anyway insufficient when the image of an infant or a baby or a minor is diffused). Once shared, this content can remain accessible for years, potentially exposing minors to privacy violations, such as identity theft, digital profiling, or even misuse by malicious actors animated by pedopornograhic intent.With the effective claim, “Their privacy is worth much more than a like”, the campaign calls on parents and guardians to reflect on the consequences of turning their children’s images into public digital content. It promotes a more thoughtful and respectful approach to managing children’s digital presence and encourages adults to protect the rights and dignity of minors in online spaces.The campaign includes a video spot currently being broadcast on national televisions and radio networks. The campaign portraits a classroom full of adults students who are harshly warned by the teacher about the negative and permanent effects of “sharenting”. They are asked by the teacher to place their mobile phones on their school desks and to write 100 time on their notebooks that in this way the parents impose a public image decided by their parents and that their pictures risk, amongst others, to end on pedopornographic websites. To reach a broader and more digitally engaged audience, the campaign is also being disseminated through the GPDP’s official social media channels. This multi-platform strategy ensures the message resonates across various demographics and media consumption habits.By launching this initiative, the GPDP reaffirms its role in safeguarding the rights of minors in the digital age and emphasizes the importance of responsible online behaviour. The campaign serves as both an informative and preventative tool, reminding the public that protecting a child’s privacy today is an investment in their freedom and safety tomorrow. |

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| 1. **Please explain why you think the initiative deserves to be recognised by an award***(no more than 200 words)*
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| This initiative by the GPDP deserves recognition for its timely, impactful, and socially responsible message. In an era where oversharing on social media has become normalized, especially by parents documenting their children’s lives online, the campaign boldly addresses a sensitive but critical issue: the right of minors to their digital privacy.The campaign effectively combines emotional appeal with educational value. It not only raises awareness but also sparks public debate on the ethical implications of “sharenting”, a practice still largely unregulated and underestimated.What sets this initiative apart is its forward-thinking approach—protecting the rights of those too young to advocate for themselves—and its use of multiple media platforms to maximize outreach. By broadcasting on national TV and radio, and amplifying the message via social media, the campaign ensures cross-generational engagement.It aligns perfectly with broader goals of digital literacy, child protection, and responsible data use, setting a benchmark for public institutions worldwide. Recognizing this initiative would highlight the importance of privacy in the digital age and inspire similar actions globally to protect children’s rights in increasingly connected societies. |

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| 1. **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)*
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| https://www.garanteprivacy.it/documents/10160/0/SCHEDA+INFORMATIVA%2817%29.jpg/cbf6a697-6e77-270f-e534-b6700336252d?t=1736856843941[https://www.garanteprivacy.it/documents/10160/0/La+sua+privacy+vale+molto+pi%C3%B9+di+un+like+-+Spot+sharenting.mp4/5ea82849-c446-cdfc-7ab6-9c4aa24d7e33?version=1.2](https://www.garanteprivacy.it/documents/10160/0/La%2Bsua%2Bprivacy%2Bvale%2Bmolto%2Bpi%C3%B9%2Bdi%2Bun%2Blike%2B-%2BSpot%2Bsharenting.mp4/5ea82849-c446-cdfc-7ab6-9c4aa24d7e33?version=1.2) [SwissTransfer - Invio protetto e gratuito di file di grandi dimensioni](https://www.swisstransfer.com/d/c032cb2e-883e-4912-be0b-a2adc76618b4) **(SUBTITLED VERSION)** |

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| 1. **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)*
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| <https://www.garanteprivacy.it/home/docweb/-/docweb-display/docweb/10092418> Within the campaign a specific web page of the Italian DPA has been dedicated to sharenting ([Sharenting - Garante Privacy](https://www.garanteprivacy.it/temi/minori/sharenting)) and a podcast has been also issued ([PODCAST EP 2 - Foto di minori online: consigli pratici per genitori troppo social](https://www.youtube.com/watch?v=VgVJ2vTGPcg&list=PLVtg2nJEE4IMMESzyhyqIdYwtq49IH_bG)) addressed to “too social parents” |

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| 1. **Please provide any other relevant links that help explain the initiative or its impact or success***(e.g. links to news reports or articles):*
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| <https://www.rainews.it/tgr/molise/video/2025/01/postare-foto-video-figli-social-tgr-molise-6b70d0e1-e85d-474f-9597-f1801b827f7c.html> <https://www.governo.it/it/media/campagna-di-comunicazione-sul-tema-dello-sharenting/27475> [*https://www.moige.it/2025/01/17/la-sua-privacy-vale-piu-di-un-like-la-campagna-anti-sharenting-del-garante-per-la-privacy/*](https://www.moige.it/2025/01/17/la-sua-privacy-vale-piu-di-un-like-la-campagna-anti-sharenting-del-garante-per-la-privacy/)<https://www.ardorescuola.edu.it/pagine/la-sua-privacy-vale-molto-pi-di-un-like><https://www.udicon.org/2025/01/16/la-sua-privacy-vale-piu-di-un-like-il-garante-lancia-una-campagna-contro-lo-sharenting/> <https://www.orizzontescuola.it/tutela-dei-minori-il-garante-lancia-il-nuovo-spot-la-sua-privacy-vale-piu-di-un-like/> <https://www.neoconnessi.it/magazine/sharenting/> <https://www.youtube.com/watch?v=JvbfKBOJd80> <https://blog.uniecampus.it/2025/01/21/la-sua-privacy-vale-piu-di-un-like-campagna-garante-privacy-contro-sharenting/> <https://www.federprivacy.org/strumenti/video/la-sua-privacy-vale-piu-di-un-like-spot-del-garante-a-tutela-dei-minori> <https://www.ilsole24ore.com/art/troppe-foto-figli-social-ecco-quali-sono-rischi-e-regole-proteggerli-AEavCwHD> <https://www.italiaoggi.it/diritto-e-fisco/privacy/privacy-foto-dei-figli-su-internet-ecco-le-regole-del-garante-pkbjck27> <https://www.agendadigitale.eu/sicurezza/privacy/scuola-attenti-genitori-con-quelle-foto-sui-social-ecco-i-pericoli/>  |

1. [GPA Rules and Procedures](https://globalprivacyassembly.org/wp-content/uploads/2020/10/GPA-Rules-and-Procedures-October-2020.pdf), 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. [↑](#footnote-ref-2)