



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 6.2¹ applies.

1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection Authority:	UK Information Commissioners Office	
Person completing this form:	Catherine	Evans O'Brien
	<i>First name</i>	<i>Last name</i>
Job title:	Head of Communities	
Email address:	Catherine.evansobrien@ico.org.uk / gpa@ico.org.uk (please use both email addresses for all correspondence with the ICO)	

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

¹ [GPA Rules and Procedures](#), Rule 6.2 'Assembly documents':

Without prejudice to section 4.2, Assembly documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other Assembly documents such as the Assembly Rules and Procedures.

4. DESCRIPTION OF THE INITIATIVE

a. Please provide a brief summary of the initiative (no more than 75 words)

Data protection is about people, not paperwork. We heard from people that the impact of a data breach on their life was often not recognised by the organisation, but just dismissed as an 'admin error'. This had to change. Our integrated campaign - the Ripple Effect - was born to:

1. Change how organisations respond to data breaches
2. Increase access to support for individuals

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

What if a data breach turned your life upside down? What if you had to move house, leave your job or change your child's school because of information that was shared inappropriately? But you felt that the organisation responsible dismissed it as just an 'admin error'...

We learnt this was happening to people whose HIV status was shared inappropriately, and to domestic abuse survivors whose safety was jeopardised - we had to act.

Objectives:

1. Change how organisations respond to data breaches
2. Increase access to support for people experiencing a data breach

Budget:

At under £19,000, our low budget was spent entirely on trauma-informed research and audience insight. Delivery was in-house.

Insight:

We partnered with Women's Aid, Women's Aid Scotland, National AIDS Trust and Terence Higgins Trust to speak directly with individuals. We heard:

- Organisations failed to acknowledge the human impact of a data breach, dismissing it as an 'admin error'
- Victims would seek support from the organisation responsible, or a trusted support organisation, rather than the ICO. But those organisations often didn't know where to direct people for support

It was clear that this affected people in other vulnerable situations too.

We took a two-pronged approach to targeted education and awareness for:

1. **Organisations most likely to be involved in a data breach:** A public call for them to handle cases with empathy.

2. **Organisations that people go to for help:** Equip them to support individuals.

Delivery:

Our integrated education and awareness plan included:

A public call from the Information Commissioner, demanding organisations do better. We targeted national media, healthcare and local government.

A simple one-page guide on what to do after a data breach.

Pack for organisations containing everything they need to get our message to the people that need it, housed on a central campaign hub. It included our simple guide, posters, newsletter copy and a video.

Stakeholder engagement, including speaking and podcast opportunities.

Social media activity featuring mini case studies and advice.

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

Our campaign is ALL about people. The whole concept was research led and the result is a campaign that delivered a meaningful difference for people in vulnerable situations.

"I have found the resources really useful and have incorporated them into our suite of training packages. They've even served as a conversation starter on the impact of breaches and bringing it to real life." (United Utilities)

Outputs

- 14 million media opportunities to see
- Information pack distributed to 210 stakeholders across health, local government and third sector. 51 (24%), including Citizens Advice and Trussel, have shared.
- Social posts achieved 215% higher impressions and 1.5 times higher engagement than average.
- 15 speaker-slots addressing 3,645 attendees, including Age UK, NHS England.
- International interest, including at the International Association of Privacy Professionals, European Spring Conference, directly with Canadian and Australian authorities.
- Campaign video achieved 19,105 impressions across social channels, viewed 16,685 times to date, 115 shares.

Outcomes

- 90% of organisations reconsidered their approach (target 65%), with 64% planning to make changes in their work (target 60%)
- 40% of support organisations say we've enabled them to provide better support to victims (target 40%)
- 89% of consumers think the one-page guide is easy to understand (target 80%)

- 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)



It was one **admin error.**

I HAD TO LEAVE HOME.

Data breaches can cause a ripple effect
that disrupts someone's life.
You can make a difference.

ico.
Information Commissioner's Office



ico.org.uk/RIPPLE



It was one **admin error.**

I HAD TO CHANGE MY ADDRESS.

Data breaches can cause a ripple effect
that disrupts someone's life.
You can make a difference.

ico.
Information Commissioner's Office



ico.org.uk/RIPPLE



I'm worried that my information has been shared...



What can I do?

- You have a right to understand what's happened. You can contact the organisation and ask them to explain.
- You should try to keep a record of any contact.
- We have a template letter that you can use to contact the organisation and guidance to help you.



What will happen?

- The organisation should respond to you within one month.
- If you're not happy with the response, or don't receive one, we can help you decide what to do next.



How can the ICO help me?

- You can speak to us, we are here to support you.
- We can help you to decide if making a complaint is right for you, and give you practical advice such as steps you can take to protect your information.
- If you do decide to complain to us, we will look into what has happened, and may make recommendations to the organisation to improve.
- Reaching out early can help us to support you to resolve the issue.



Call our helpline:
0303 123 1113



Visit our website:
ico.org.uk/next-step

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*)

www.ico.org.uk/ripple

[The Ripple Effect on Vimeo](#)

[Ripple effect: the devastating impact of data breaches | ICO](#)

[I'm worried about how an organisation has handled my information, what should I do? | ICO](#)

[ico-worried-information-shared.pdf](#)

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):

[Healthcare providers are failing to protect the privacy of people living with HIV, watchdog warns | The Independent](#)

[National Housing Federation - Help protect residents' data with the ICO's new Ripple Effect campaign](#)

[Can you help to stop the ripple? Data breaches can have a devastating impact - ICO blog | NICVA](#)