



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:	Autoridade Nacional de Proteção de Dados - ANPD	
Person completing this form:	Vanessa	de Carvalho Ferreira Mendes
	<i>First name</i>	<i>Last name</i>
Job Title:	Chefe da Divisão de Monitoramento	
Email address:	vanessa.cferreira@anpd.gov.br	

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 publicized 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

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)

The implementation of a service to make it easier for data subjects to file complaints and petitions to ANPD against data controllers. The form is simple, with explanations provided throughout the submission process. Data subjects can track the progress of their request online and access the responses from both the company and ANPD.

For data subjects, the service has brought faster response times, improved user experience, and greater clarity compared to the previous process.

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

Between June 2023 and March 2024, ANPD and the Executive Consulting Unit "Simplifica" of the Ministry of Management and Innovation in Public Services worked on mapping and redesigning the "Request Handling" process, under the responsibility of the Monitoring Division within the General Coordination for Supervision.

This initiative took place within the scope of another program that offered mentoring for process simplification projects across the Federal Government.

To that end, the following methodology was applied:

- (1) Process prioritization;
- (2) Schedule (WBS);
- (3) Diagnosis;
- (4) Process modeling;
- (5) Problem and Solution Matrix;
- (6) Process redesign;
- (7) Standardization;
- (8) Creation of artifacts;
- (9) Automation;
- (10) Final report.

The pilot project was implemented in February 2024.

The "Request Handling" process deals with submissions by data subjects reporting violations of their rights or breaches of the LGPD.

One of the main challenges faced by data subjects was the need to register in ANPD's electronic system in order to file a request. This process was slow and involved:

- (1) filling out an online form,
- (2) emailing a signed statement and copies of identification documents,
- (3) verification of the information by the protocol team, and
- (4) creation of a password.

If everything went smoothly, it could take up to three days—time the individual had to wait before being able to officially submit a request. In short, it was a procedure that discouraged people from submitting their claims. At that time, ANPD received an average of 120 requests per month.

The old system used for receiving requests was not integrated with other platforms and was not intuitive or widely understood by citizens.

The new service, along with the solutions implemented during the process redesign, has positively contributed to the efficiency and transparency of internal workflows, enabling clearer communication, operational execution, and decision-making.

Following the implementation of the service, ANPD began receiving an average of 750 requests per month—a 525% increase.

The most significant changes involved simplifying the registration process and improving the request form.

The service now accepts the federal government's unified login system (with over 150 million registered users) for accessing digital public services.

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

In the words of Minister Hélio Beltrão (Decentralization and Freedom, 2002), "Landing in the real Brazil involves [...] simple and inexpensive solutions, tailored to our realities [...] and, above all, to the low standard of living of the majority of our people."

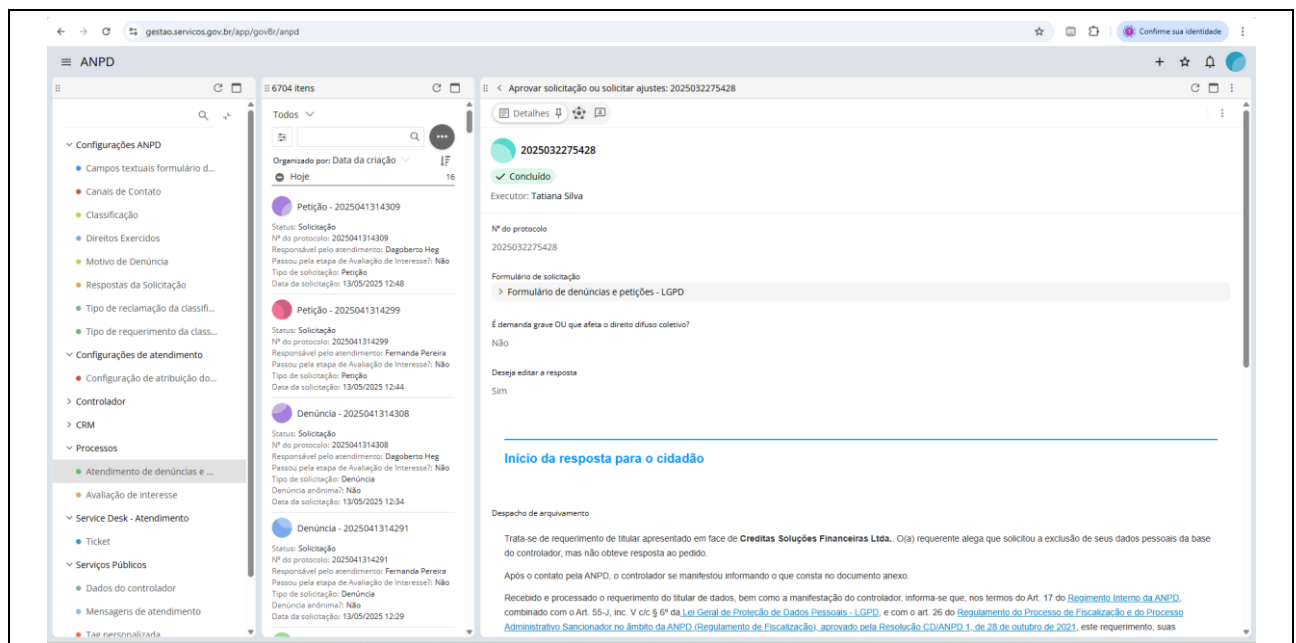
The collaborative network-based approach has enabled the rational use of public resources, preventing rework and waste.

The service not only improved the institution's internal processes but also added value to the Public Administration and, most importantly, to society—resulting in a more efficient, transparent, and responsive service. It reflects the commitment of the Brazilian public sector to building a fairer and more inclusive society.

By integrating with the federal government's unified login system (with over 150 million registered users), the new service has made it easier for data subjects to exercise their rights and communicate with the ANPD. This progress is evident in the number of requests received. Following the implementation of the service, ANPD went from an average of 120 requests per month to 750—an increase of 525%.

Alongside the new service, ANPD also redesigned its webpage, providing step-by-step instructions in plain language on how to submit complaints or petitions (see link 1 in item e).

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*)



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*)

- 1) Information about complaints and data subject requests: https://www.gov.br/anpd/pt-br/canais_atendimento/cidadao-titular-de-dados/denuncia-peticao-de-titular.
- 2) Regarding the activities of ANPD: https://www.gov.br/anpd/pt-br/assuntos/fiscalizacao-2/saiba-como_fisalizamos?authenticator=b05dbbec15247ce4c8b7065d588ef945f6d4d340.

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*):

About the new Request System: <https://www.gov.br/anpd/pt-br/assuntos/noticias/anpd-e-gestao-lancam-novo-servico-para-receber-requerimentos-de-titulares-de-dados-pessoais>