



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:	Brazilian National Data Protection Authority (ANPD)
Person completing this form:	Rodrigo Santana dos Santos
	<i>First name</i> <i>Last name</i>
Job title:	General Coordinator for Standardization
Email address:	rodrigo.santos@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 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

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 ANPD presents its regulatory model, based on a commitment to responsible, innovative, transparent regulation, strongly focused on social participation, reflecting the highest international standards. Through a solid governance process with a results-oriented approach, the Authority ensures that its legal rules meet society's needs, protect the fundamental rights of data subjects, and guarantee security and trust in the Brazilian digital environment.

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

The ANPD structures its regulatory process in stages that ensure the legitimacy and effectiveness of its regulatory actions: preparation of the Regulatory Agenda, Regulatory Impact Assessment (RIA), internal consultations, public consultations, legal analysis, and Regulatory Outcome Evaluation (ROE). The cycle is completed with continuous monitoring of the regulated environment.

Social participation is one of the pillars of the regulatory process. The Authority understands that the legitimacy of regulations depends on actively listening to society. Through instruments such as calls for contributions and public consultations, civil society, academia, the private sector, and other stakeholders actively contribute to the development of regulations. These contributions are handled with maximum transparency and are published along with the reasons for their acceptance or rejection.

Just as public consultations allow society to submit feedback on draft regulations, calls for contributions are open consultations aimed at gathering information to support the drafting of new rules. From 2024 to the present, ANPD has conducted seven calls for contributions, receiving 431 submissions on topics such as anonymization and pseudonymization (74), data subject rights (52), high-risk processing (58), children and adolescents (86), Regulatory Agenda (37), artificial intelligence and review of automated decisions (124), and biometric data.

The ANPD has also promoted webinars, events, lectures, and meetings to disseminate information and engage with society.

The ANPD adopts RIA as both a legal requirement and an established practice to technically substantiate its regulations. It assesses regulatory alternatives, costs, benefits, and risks to ensure proportionate and effective interventions. Furthermore, rules are subject to ROE, allowing the measurement of actual regulatory impacts and continuous improvements.

The Regulatory Agenda, published biennially, guides ANPD's regulatory priorities, ensuring predictability, legal certainty, and transparency. The Authority periodically publishes monitoring reports on the Agenda, enabling social oversight and performance evaluation.

The ANPD systematically monitors the regulated environment, identifying technological trends, new business models, and regulatory gaps, allowing to anticipate challenges, update its priorities, and keep the LGPD as a "living law," responsive to innovation and social transformations.

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

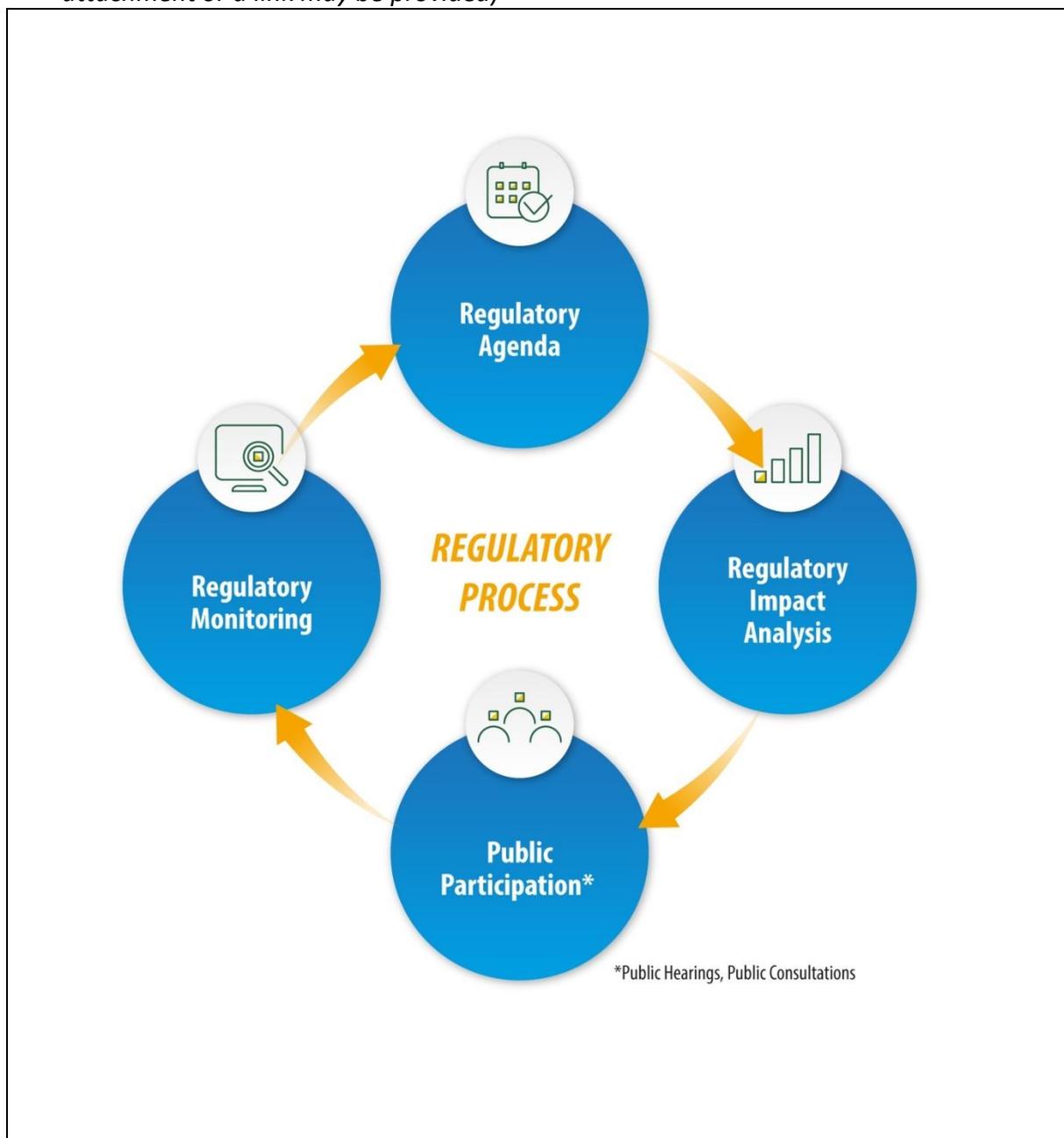
The ANPD's regulatory model stands out for its innovative and transparent structure, which combines technical rigor with broad social participation. The Authority organizes its rulemaking process into clear and well-defined stages, ensuring legitimacy and effectiveness in its regulatory actions.

A key differentiator is the active engagement of civil society, academia, the private sector, and other stakeholders, which significantly strengthens trust in the regulatory process and ensures the development of inclusive and well-founded regulations.

In addition, the ANPD maintains continuous monitoring of the regulated environment, anticipating challenges and adjusting its priorities in response to ongoing technological and social changes.

This dynamic and participatory model positions the ANPD as an international reference in data protection governance, fully justifying its recognition by the Global Privacy Assembly Awards 2025.

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*)

https://www.gov.br/anpd/pt-br/assuntos/processo_regulatorio

- 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*):

https://www.gov.br/anpd/pt-br/assuntos/processo_regulatorio/monitoramento-regulatorio-1
https://www.gov.br/anpd/pt-br/assuntos/processo_regulatorio/consultas_a_sociedade
<https://www.gov.br/anpd/pt-br/aceso-a-informacao/participacao-social/audiencias-e-consultas-publicas>
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https://www.gov.br/anpd/pt-br/assuntos/processo_regulatorio/agenda-regulatoria-1
<https://www.in.gov.br/en/web/dou/-/portaria-n-16-de-8-de-julho-de-2021-330970241>
<https://www.in.gov.br/en/web/dou/-/portaria-n-16-de-8-de-julho-de-2021-330970241>