



## 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:	Information Commissioner's Office, United Kingdom	
Person completing this form:	Slavka	Bielikova
	<i>First name</i>	<i>Last name</i>
Job title:	Principal Policy Adviser	
Email address:	<a href="mailto:Slavka.bielikova@ico.org.uk">Slavka.bielikova@ico.org.uk</a> / / <a href="mailto:gpa@ico.org.uk">gpa@ico.org.uk</a> (please use both addresses for all correspondence about this)	

#### 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)**

The ICO has developed and published regulatory guidance for consumer Internet of Things (IoT) products and services to support organisations that manufacture IoT products and provide related services to comply with data protection law.

Based on the findings from a citizen jury research, it provides practical visual examples for achieving compliance with consent, transparency and individual rights requirements on different types of interfaces, like small and large screens, voice and sound interface and mobile screens.

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

The Information Commissioner's Office (ICO) developed guidance on consumer Internet of Things (IoT) products and services in response to the widespread adoption of connected devices in UK households. While these technologies offer convenience and innovation, they also pose significant data protection challenges due to their capacity for continuous and large-scale data collection in environment where people have the biggest expectation of privacy.

Recognising the potential for non-compliance in the IoT market, as highlighted by civil society and academic research, the ICO sought to proactively support both consumers and industry. To ensure the guidance was grounded in real-world concerns, the ICO conducted consumer research using a citizen jury approach. This participatory method allowed everyday users to share their experiences, expectations, and concerns about IoT privacy, shaping the direction and content of the guidance.

The resulting guidance provides clear, actionable advice for manufacturers and service providers, particularly in four key areas:

- How to obtain valid user consent;
- How to deliver effective privacy information;
- How to uphold individual rights; and
- How to design for multiple users of a single device.

To enhance usability, the guidance includes visual examples of IoT interfaces, ranging from small screens and mobile apps to voice and sound-based systems, demonstrating how to meet legal requirements for transparency and consent in each context.

By combining regulatory certainty with practical design solutions, the ICO's initiative helps organisations build privacy into IoT products from the outset, fostering trust and compliance in a complex IoT ecosystem.

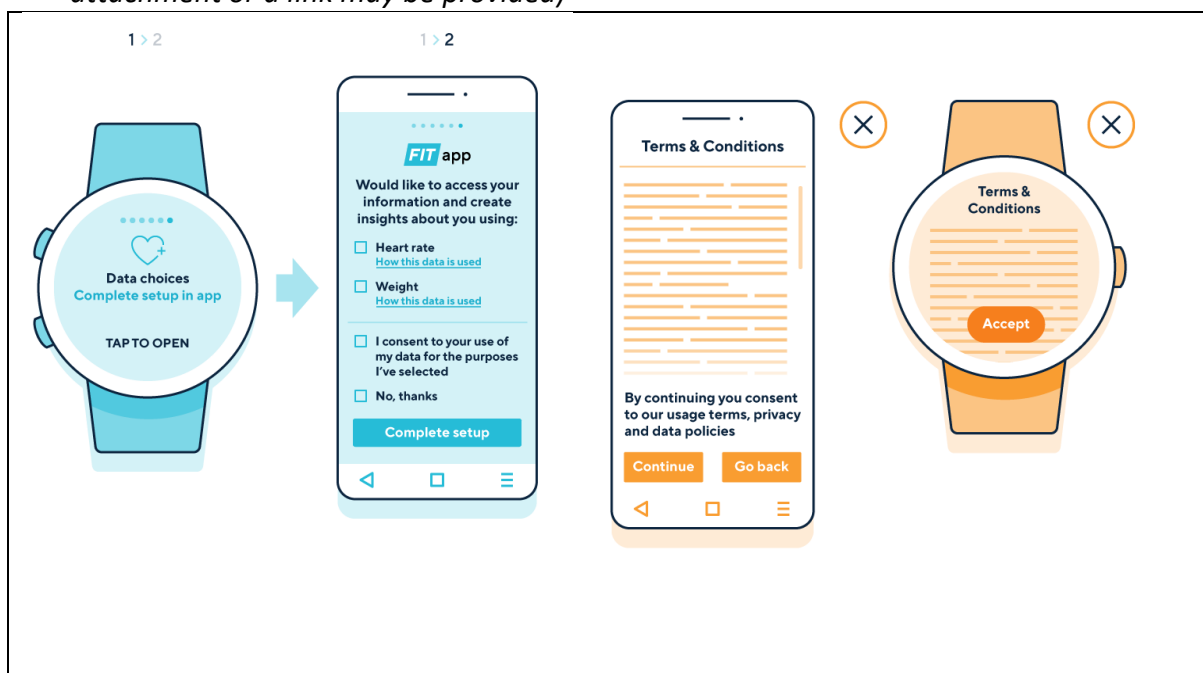
**c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)**

The draft guidance for consumer IoT products and services exemplifies innovation in data protection regulation by addressing one of the most complex and fast-evolving areas of consumer technology. The ICO's guidance stands out for its user-centred development process, incorporating insights from a citizen jury to ensure the final product reflects real consumer needs and expectations.

It also breaks new ground in regulatory communication by using visual design examples tailored to the unique constraints of IoT interfaces. This practical approach bridges the gap between legal requirements and technical implementation, making data protection compliance more accessible for developers and manufacturers.

At a time when connected devices are becoming ubiquitous, this guidance provides a timely and essential tool for safeguarding people's rights. It not only supports industry compliance but also empowers consumers by promoting transparency and accountability in the IoT products they use every day.

- 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://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/online-tracking/guidance-for-consumer-internet-of-things-products-and-services/>

[ICO IoT Citizen Jury Report](#)

**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):**

We have managed to sustain media interest in our work on IoT for the past year. The media coverage included:

- the publication of our consumer research on people's perceptions of IoT products and most recently:

[Watchdog to issue new guidance after report finds air fryers may be listening | Science, Climate & Tech News | Sky News](#)

[Many smart devices gathering 'excessive' amounts of personal data, says Which? | The Independent](#)

[Is your air fryer spying on you? Concerns over 'excessive' surveillance in smart devices | Smart homes | The Guardian](#)

[Many smart devices gathering 'excessive' amounts of... | Daily Mail Online](#)

- the publication of our new draft guidance and consultation:

An exclusive with [a morning show, ITV Good Morning Britain](#).

We have also seen coverage in [the Guardian](#), [Sky News](#), [Yahoo](#), [Business Insider](#), [National Technology News](#), [UK Tech News](#), [DIGIT](#), MLex, [WiredGov](#), [Security Matters](#).

The guidance has been discussed as a regular news item on Times Radio and LBC, and features in Politico's Morning Technology newsletter with a link to the consultation.