



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:	Information Commissioner's Office	
Person completing this form:	Mary	Jervis
Job title:	Group Manager, SME Service Hub	
Email address:	mary.jervis@ico.org.uk / gpa@ico.org.uk (please ensure you 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

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)

We want to make it easy for all organisations to get data protection right. We know small and medium-sized organisations (SMEs) have less time and resource and need simple, practical tools. They consistently ask about privacy notices, to explain what they do with people's data.

We developed an innovative tool that generates a bespoke privacy notice, tailored to their organisation and sector, in just 15 minutes. Since April 2024, over 10,000 organisations have used it.

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

Our helpline and website data showed that privacy notices were one of the most asked about topics. We had a privacy notice guide and template on our website, but it didn't seem to be meeting our customers' needs.

SMEs told us they weren't always sure what to put in their privacy notice, and others didn't feel confident that their existing one was robust.

A key ICO mission is to make it easier for all organisations to comply with data protection law, so we knew we could, and should, do more to help. We wanted to create a solution that meant SMEs could spend less time worrying about their privacy notice, and more time doing what they do best - serving their customers.

SMEs and sole traders don't have the same in house legal and compliance expertise as larger organisations, so our solution needed to give them confidence that their privacy notice was robust, and save them time and money.

We conducted customer focus groups, which revolutionised our initial concept and took us back to the drawing board! SMEs loved the idea but wanted more speed and simplicity.

This feedback guided our agile working group of colleagues from across the ICO's legal, policy, business services, economic, digital and communications teams.

Through much collaboration, the beta version of the privacy notice generator launched in April 2024 to a great reception from users, and further user feedback helped us evolve the tool for full launch in August 2024.

Since April 2024, the privacy notice generator is the most popular page on the advice for small organisations section of the ICO website, with 43,601 visits to the tool landing page. So far, 10,009 organisations have used it to create their own privacy notice - and counting!

Feedback is overwhelmingly positive. Organisations from a range of sectors are using it, including retail, manufacturing, charity, voluntary, health, social care, education and childcare.

In less than a year, the tool has not only helped save SMEs time and money, it's made it easier for them to respect the public's right to be informed.

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

The privacy notice generator demonstrates how regulators can ease the burden of legislation requirements on SMEs, leading to fewer constraints on industry growth and better consumer protection.

The initiative was user led, we identified a problem from user feedback, re-designed the tool to address it, and evolved it using user feedback.

We've had strong results to date:

- 89% increase in average monthly visits compared to the privacy notice template (3,114 v's 1,646)
- 69% who visit their sector start page generate a privacy notice, exceeding our 20% target
- All target sectors have used the tool. The breakdown of generated notices by sector is:
 - 30% professional services
 - 39% general business / retail / manufacture (option to be chosen if other categories are unsuitable)
 - 14% charity and voluntary
 - % health and social care
 - 6% education and childcare

We've had great feedback. This is one example from a small business:

"The privacy notice generator is incredibly user-friendly, with a handful of questions it created a privacy document for my website. Legal jargon can be tricky to navigate, but it covers all the necessary elements. The fact it's free [of charge] is mind-blowing."

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)

You can watch a demo video of the privacy notice generator here:

[Privacy Notice Generator - how to use the tool on Vimeo](#)

Here's a sample of the creative we've used to promote the tool:



- 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*)

[Create your own privacy notice | ICO](https://ico.org.uk/PrivacyNoticeGenerator)

- 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've had far reaching trade press coverage. Here are just a few examples, across a range of sectors:

[Nursery World - New resource to help early years settings develop privacy notices](#)
[ICO launches privacy notice tool for SMEs | Computer Weekly](#)
[ICO launches free privacy notice generator - UK Fundraising](#)
[New tool launched to generate privacy notices for independent retailers | Talking Retail](#)
[ICO Launches New Tool To Generate Privacy Notices For The Hospitality Sector](#)
[Free tool launched to generate privacy notices for small charities](#)
[ICO launches new tool to generate privacy notices | SME Magazine](#)
[NEW: ICO direct marketing advice generator - SME Today](#)

Many organisations and businesses have promoted it on their websites. Here are a few examples:

[UK ICO releases Privacy Notice Generator for SMEs | IAPP](#)
[ICO Launches Privacy Notice Generator for Small Businesses | SA Law](#)
[ICO Privacy Notice Generator - EVH](#)
[ICO Launches Free Privacy Notice Generator - Celerity Limited](#)