

AWARENESS RAISING CAMPAIGNS ON PERSONAL DATA PROTECTION FOR CHILDREN AND YOUTH

“The White Book of Good Practice “

Published on the occasion of the Prague Spring Conference

29-30th April 2010



Introduction

The publication you are holding in your hand – the “White Book of Good Practice” in Awareness Raising Campaigns on Personal Data Protection for Children and Youth – has been created by the Czech Office for Personal Data Protection. However, its creation was only made possible thanks to the bodies that sent us their valuable contributions – DPAs and other institutions from 12 European countries and also from the Council of Europe.

The Czech Office places a great importance in educational programmes for minors. The idea of creating such a guide came hand in hand with the organization of the 2010 Spring Conference in Prague and its motto: *Weighing up the past, thinking of the future.*

The history of data protection in European countries is long – but new areas are emerging that we must think of in connection with our data protection, none of which are more important than the protection of our children and youth. Internet and “life online” is for most young people in our society quite a natural part of their everyday lives. But they are still vulnerable there, however natural the environment is for them. It is not enough to just look after them when they are online; we must be one step ahead and educate them to foresee the potential risks and dangers by themselves. Therefore this is also one of the important issues of the conference: communication with minors, educational programmes for children and youth and cooperation with parents and schools. This section has the title “Children in Cobweb on Networks”.

In the course of the preparation of this material, we addressed around 70 institutions. Many of them have various ways of approaching younger generations – and some of them were even willing to share their experiences with others, via this guide. We greatly appreciate that these subjects have joined in our effort to develop a multinational “guide” aimed at protecting children, especially in the world of Internet communication technologies. We believe that their projects and campaigns will become an impetus for closer cooperation among individual national DPAs; it should help them to establish programmes and projects that have already proved successful in other countries, and to share the good experience and practice of their own.

However, the major aim of the project remains to initiate the formation of the all-European awareness raising campaign on the Internet and minors. We believe that with the support of many organisations all across Europe – and maybe also with a little help from this guide – this aim is feasible.

List of contributors

Andorra

Belgium

Council of Europe

Czech Republic

 Czech DPA

 Czech Safer Internet National Center

France

Ireland

Norway

Portugal

Slovakia – eSlovensko, o. z.

Slovenia

Spain – Madrid DPA

Sweden

United Kingdom

1. Country

ANDORRA

2. Title of the project

NAVEGA SEGUR

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

Organiser – Andorran data protection agency

Cooperant – Andorran government

4. The head of the project and the contact person (name of the person and contact)

Head: Mr. Joan Crespo Piedra

Contact: Agencia Andorrana de Protecció de Dades

5. Web site (Where can we find the project or information about it?)

<http://portaljove.apda.ad>

<http://navegasegur.ad>

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

Yes, this project has been developed by the agency in collaboration with 10 external workers and cooperation of schools to distribute the materials.

7. Budget of the project (approximate amount, in €)

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8. Funding (From whom? Any donations or grants? Not funded?)

Not funded

9. Language versions (Is there an English version?)

Catalan – not English version.

10. What is the focus/theme of the project?

This project aims to promote good use of internet and new technology, especially to the young people as a collective most vulnerable, and know the risks that could lead to their misuse, specifically with regard to the treatment of personal data.

11. What are the main reasons and goals of the project?

The development of new technologies and internet among young people, as well as the growth of social networks, entails potential risks for young people, the goal is to sensitize potential users, parents and teachers of these risks.

12. Target group (children – age group / parents / teachers)

Children between 8 and 12 and their parents

13. How do you contact your target group?

Government cooperation and schools to distribute the materials to children and parents and through the website of the agency.

14. Have you launched an information campaign for your project? *(Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)*

Presentation press.

15. Timing of the project *(When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?)*

First time, May 2007, is it a long-run campaign, especially through the website of the APDA at the "young portal". Each year the agency proposes specific activities.

16. What does the project contain? *(brochure / leaflet / web site / competition / exhibition /...)*

Brochure children, brochure parents, web site, CD with introduction for teachers

17. What makes it special? Why is it successful? What features make it an example of good practice?

Educate in data protection to children one thing that has not been previously anticipated. Newest at 2007 to many people. We also request the participation of parents and teachers as agents of socialization of our youth, to contribute to the fact that the campaign will have maximum impact for the benefit of all. Common sense applied to the new technologies.

18. Copyright; is it possible to share it?

Yes.

19. Have you already shared it with another national DPA? Which one/s?

Yes. Catalan agency for data protection.

20. Have you conducted a survey concerning the effects of your campaign? *(Or have you monitored the level of knowledge of the personal data protection before running your project?)*

Not.

DETAILED PROJECT DESCRIPTION

Teacher power point:



Els 10 consells més bàsics

1. Les teves dades personals són les claus de casa teva
2. Ignora amb qui estàs parlant i no tothom és qui pretén ser
3. Sigues prudent, si quedes amb desconeguts
4. A Internet, tu tens el control
5. Compte amb els missatges desagradables o amenaçadors!
6. No et creguis tot el que trobis a Internet
7. Entra a Internet amb un objectiu
8. Vigila amb el que et baixes!
9. Compres per Internet
10. Aplica aquests consells a totes les noves tecnologies

Navega segur. El món virtual i TU

Navegant per Internet. A tota bufa i amb compte

Entra a Internet sempre amb un objectiu

A Internet, tu ets qui mana

Visita webs conegudes i de confiança

No facilitis dades personals teves ni d'altres persones

Si has de comprar alguna cosa per Internet

Compte amb el que et baixes!

No pirategis!

Navega segur. El món virtual i TU



Relacionant-te a la xarxa: xats, fòrums, missatgeria instantània...

Compte! No saps amb qui estàs parlant

Sigues prudent, si quedes amb desconeguts

Tingues una actitud i una comunicació positives

Utilitza un pseudònim o *nick*

No donis el nom d'usuari i/o contrasenya a ningú

Navega segur. El món virtual i TU



Utilitzant el correu electrònic

No obris missatges electrònics de desconeguts

Bloqueja la publicitat no sol·licitada, el correu brossa o *spam*

Vés amb compte amb el que t'envien adjunt i també amb el que tu envies

Si reps missatges amenaçadors, no contestis

No donis cap dada personal innecessària

Sigues responsable amb el que envies

Si participes en una cadena, introdueix les adreces on diu CCO

Navega segur. El món virtual i TU



Utilitzant el correu electrònic

Inscripció en formularis d'Internet (concursos, promocions, etc.)

Vigila quines dades facilites, potser no les necessiten

Informa't de quin ús donaran a les teves dades

Si no ho tens clar, no continuis

Utilitza una adreça electrònica diferent per rebre publicitat

Navega segur. El món virtual i TU



Blocs

No hi introdueixis les teves dades personals

No hi introdueixis les dades personals d'altres persones

Sigues respectuós

Si tens un bloc, n'ets responsable

Suprimeix el bloc quan ja no el vulguis mantenir

Navega segur. El món virtual i TU



Telèfon mòbil

Dóna el teu mòbil només a persones de confiança

Respecta els amics

Respecta la llei

No contestis missatges amenaçadors, desagradables o de desconeguts

Navega segur. El món virtual i TU



Pdf for parents black&white to print:

http://portaljove.apda.ad/system/files/LLIBRET_PARES.pdf

Pdf for children black&white to print:

http://portaljove.apda.ad/system/files/LLIBRET_NENS.pdf

First web page in flash format with all the materials, links and information was changed in 2010 to the young portal of APDA.

Portal Jove

Tu decideixes

Navega segur

Enllaços

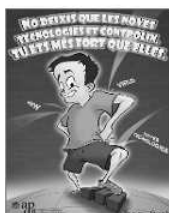
Cercar

Portal Jove

Mitjançant aquest lloc Web - Portal Jove de l'Agència Andorrana de Protecció de Dades - volem presentar-vos projectes i recursos, per a joves, pares i educadors sobre la protecció de dades, l'ús de les noves tecnologies i la protecció de la vida privada.



**Projecte
Tu decideixes**



Còmic APDA



**Projecte
Navega Segur**



**Histories de por
a la xarxa**



1. Country

BELGIUM

2. Title of the project

LEGAL OPINION NR. 38/2002 CONCERNING THE PROTECTION OF PRIVACY OF MINORS ON THE INTERNET (16TH SEPTEMBER 2002)

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

Belgian DPA – legal opinion of its own accord

4. The head of the project and the contact person (name of the person and contact)

5. Web site (Where can we find the project or information about it?)

www.privacycommission.be ⇨ search engine "38/2002"

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

See question 3

7. Budget of the project (approximate amount, in €)

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8. Funding (From whom? Any donations or grants? Not funded?)

–

9. Language versions (Is there an English version?)

Dutch - French

10. What is the focus/theme of the project?

Minors (and certainly those who haven't reached the age of discernment yet, which is between 12 and 14 years old), because of their age should benefit from particular protection concerning their privacy.

This is especially the case when a minor uses the internet, where the (re)use and the dissemination of (personal) information is a common practice.

11. What are the main reasons and goals of the project?

An information and education campaign is absolutely necessary for the minors themselves, but also for adults (like teachers, parents)

12. Target group (children – age group / parents / teachers)

Minors (= less than 18 years old)

13. How do you contact your target group?

This legal opinion has just been published on the website of the Belgian DPA

14. Have you launched an information campaign for your project? (Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)

No

15. Timing of the project (*When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?*)

See questions 2 & 3

16. What does the project contain? (*brochure / leaflet / web site / competition / exhibition /...*)

See questions 2 & 3

17. What makes it special? Why is it successful? What features make it an example of good practice?

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18. Copyright; is it possible to share it?

–

19. Have you already shared it with another national DPA? Which one/s?

–

20. Have you conducted a survey concerning the effects of your campaign? (*Or have you monitored the level of knowledge of the personal data protection before running your project?*)

No

DETAILED PROJECT DESCRIPTION

Text of legal opinion is still available on our website www.privacycommission.be (but only in Dutch and French)

1. Country

BELGIUM

2. Title of the project

NO SPECIFIC TITLE

3. Who is the organiser (DPA), who cooperates? (*Any non-profit organisations? Government? Local authorities?*)

Belgian DPA

4. The head of the project and the contact person (*name of the person and contact*)

5. Web site (*Where can we find the project or information about it?*)

www.privacycommission.be ⇒ "nieuw" ⇒ "in de kijker" ⇒ "Jana (15) vertelt over wat privacy voor haar is (= translation: Jana tells us what privacy means for her...) + www.privacycommission.be ⇒ "persberichten" ⇒ Privacy is een mensenrecht: Ga er zorgvuldig met om! (translation: Privacy is a human right: Treat it with care!)

both texts were published at the end of October 2009

6. Is the project completely prepared in and by your office? *(How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)*

Yes

7. Budget of the project *(approximate amount, in €)*

–

8. Funding *(From whom? Any donations or grants? Not funded?)*

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9. Language versions *(Is there an English version?)*

Dutch - French

10. What is the focus/theme of the project?

The Belgian DPA supports the European campaign "Think Privacy" initiated in view of "Data Protection Day 2010" on 28/1/2010.

11. What are the main reasons and goals of the project?

Raise awareness with the target group(s) so they can participate the competition (and already give some hints and ideas about possible screenplays for the short films of the competition) + raise awareness with the target group(s) concerning privacy

12. Target group *(children – age group / parents / teachers)*

Minors + Educational establishments (teachers, schools,...)

13. How do you contact your target group?

Text on website with links to:

Possible ideas/hints about potential screenplays

Website of competition www.dataprotectionday.eu

Website of Norwegian DPA (campaign "You Decide" = similar campaign)

Press release to all press agencies

Press release to educational establishments

14. Have you launched an information campaign for your project? *(Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)*

See question 13

15. Timing of the project *(When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?)*

See question 10

16. What does the project contain? *(brochure / leaflet / web site / competition / exhibition /...)*

See question 13

17. What makes it special? Why is it successful? What features make it an example of good practice?

Too recent to make an evaluation

18. Copyright; is it possible to share it?

–

19. Have you already shared it with another national DPA? Which one/s?

—

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

No – too recent to make an evaluation

1. Country

BELGIUM

2. Title of the project

IK BESLIS – JE DECIDE (TRANSLATION: "I DECIDE")

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

Belgian DPA

4. The head of the project and the contact person (name of the person and contact)

5. Web site (Where can we find the project or information about it?)

Not yet, the goal is to create a new website mainly focused on the target group(s): minors, teachers, parents

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

Yes but external collaborators/outside bodies were involved (mainly educational establishments)

7. Budget of the project (approximate amount, in €)

8. Funding (From whom? Any donations or grants? Not funded?)

–

9. Language versions (Is there an English version?)

Dutch - French

10. What is the focus/theme of the project?

The subtitle is "*How to help protect the privacy of young people*"

11. What are the main reasons and goals of the project?

- Make the Belgian DPA known as a knowledge centre
- Make young people aware of privacy
- Inform young people and let them obtain the necessary information

12. Target group (children – age group / parents / teachers)

See question 5

13. How do you contact your target group?

Mainly through a new website but other actions are possible

14. Have you launched an information campaign for your project? (Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)

Not yet – We anticipate the launch of the website at the beginning of 2010

15. Timing of the project (*When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?*)

See question 14 + the aim is to update the new website permanently (so this project is intended as a long-term campaign)

16. What does the project contain? (*brochure / leaflet / web site / competition / exhibition /...*)

See question 13

17. What makes it special? Why is it successful? What features make it an example of good practice?

See question 20

18. Copyright; is it possible to share it?

See question 20

19. Have you already shared it with another national DPA? Which one/s?

See question 20

20. Have you conducted a survey concerning the effects of your campaign? (*Or have you monitored the level of knowledge of the personal data protection before running your project?*)

No – project still in the pipeline

DETAILED PROJECT DESCRIPTION

See question 20



Translation:

I decide

How to help protect the privacy of young people

1. Country

COUNCIL OF EUROPE, programme "Building a Europe for and with children"

2. Title of the project

ON LINE SAFETY GAME "THROUGH THE WILD WEB WOODS"

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

Council of Europe

4. The head of the project and the contact person (name of the person and contact)

Elda Moreno, Director of the programme

5. Web site (Where can we find the project or information about it?)

www.coe.int/children

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

Executed by the Council of Europe in co-operation with the German company "Netzbewegung"

7. Budget of the project (approximate amount, in €)

100,000 Euros

8. Funding (From whom? Any donations or grants? Not funded?)

Voluntary contribution from the Government of Finland

9. Language versions (Is there an English version?)

20 languages (to be expanded to 24 languages by December 2009)

10. What is the focus/theme of the project?

Protecting children's dignity, security and privacy on the Internet
The game is a child-friendly version of the Council of Europe Internet Literacy Handbook

11. What are the main reasons and goals of the project?

"Through the Wild Web Woods" is an on line game which helps children learn basic Internet safety rules.

The game uses familiar fairy tales to guide children through a maze of potential dangers on the way to the fabulous e-city Kometa, which teaching them to protect identity and personal data, participate safely in chat rooms, recognise sites and online games containing dangerous or harmful content, develop critical approach towards information found on the Internet, and protect computers against spam and viruses. The game also promotes such key concepts and values underlying the work of the Council of Europe, as democracy, respect for others and children's rights.

The game is accompanied by an on line Training Guide (for the moment, English version only) offering model lessons on issues, such as online identity, addiction, privacy, and children's rights in real and virtual worlds.

12. Target group (*children – age group / parents / teachers*)

Children from 7 to 10
Parents
Teachers

13. How do you contact your target group?

online

14. Have you launched an information campaign for your project? (*Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?*)

Game launched as Council of Europe's contribution to the IGF Forum
Link from the Council of Europe portal
Link from "Building a Europe for and with children" programme web site
Links from the Council of Europe information offices and other partners' sites
Information postcards
Publicity through Council of Europe children-related conferences and events

15. Timing of the project (*When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?*)

Launched in November 2007, on the occasion of the IGF Forum
Since then, new features have been added to the game and the game was translated into 20 languages

16. What does the project contain? (*brochure / leaflet / web site / competition / exhibition /...*)

On line computer game (20 languages)
On line Teachers' Guide (for the moment, English version only)

17. What makes it special? Why is it successful? What features make it an example of good practice?

The product has been carefully thought through. It provides the Council of Europe with a unique opportunity to communicate with millions of children across Europe in their own language. The interest in developing the game in the child's mother tongue can be illustrated by the more than 104.000 Turkish children (out of 2.480.000 users worldwide) who have already tried the game.

Much care was put to ensure that a child-friendly language is used throughout the game and that children are encouraged to discover the Council of Europe further.

18. Copyright; is it possible to share it?

Downloadable from the Internet

19. Have you already shared it with another national DPA? Which one/s?

20. Have you conducted a survey concerning the effects of your campaign? (*Or have you monitored the level of knowledge of the personal data protection before running your project?*)

"Through the Wild Web Woods" has become a very popular game and is being used by electronic media and teachers (results in Google show 1 390 000 entries, including teachers' blogs, education sites, pedagogic material reviews, parents and children magazines, etc).

Since its launch in 2007, the game was played by over 2,4 mln children and adults across Europe.

1. Country

CZECH REPUBLIC

2. Title of the project

MY PRIVACY! DON'T LOOK, DON'T POKE ABOUT!

PERSONAL DATA PROTECTION IN EDUCATION

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

Office for Personal Data Protection

Personal data Protection in Education – accreditation by the Ministry of education, youth and sports

4. The head of the project and the contact person (name of the person and contact)

Hana Stepankova, spokeswoman and Head of the Press Division

Hana.stepankova@uouu.cz

Tel.: (+ 420) 234 665 286

Office for Personal Data Protection

Pplk. Sochora 27,

170 00 Prague 7

Czech Republic

5. Web site (Where can we find the project or information about it?)

www.uouu.cz/ English

Section "Information on Data protection"

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

Yes. PDP Office Press division staff – 5 persons

Continually supported by media – Radio Station Praha (coverage of all the country), the most visited portal for children "Alik" and Film Festival Zlin – International Festival for Children and Youth

7. Budget of the project (approximate amount, in €)

1 200/year - including winners' awards (cooperation with all partners is based on barter ground)

8. Funding (From whom? Any donations or grants? Not funded?)

Not funded

9. Language versions (Is there an English version?)

Description at www.uouu.cz/English/ Information on data protection – description and basic information in English. The competition and the educational programme are in Czech

10. What is the focus/theme of the project?

First step 2007-2009:

- "My Privacy! Don't look, don't poke about!"

Competition for children and youth (categories 7-11years old, 12-18 years old) had to initiate youth thinking about the value of privacy for human being through asking questions: What do you understand by the term privacy? Is it important for you – why, why not? Should we

regard the privacy? What do you fear about it? What experience do you have of its respect? What problems do you see with the respect of it in relation to you and to others? What should be improved according to you in its safeguarding?

There were two categories – written or painted form of contributions.

- **Personal Data Protection in Education**

Project for pedagogical staff accredited by Ministry of education, youth and sports Czech Republic. The aim was to prepare teachers at elementary and secondary schools for topics in the area of personal data protection and enable their incorporation in the educational programs of individual schools.

Second step since 2010

- **Competition** for children and youth **“My privacy! Don’t look, don’t poke about!”** focused newly on means of personal data protection in the electronic communication mainly. It has to lead in the future years to
 1. The knowledge of youth 12-18 years that the best position is to protect themselves on Internet and how to do it
 2. Initiation of the knowledge of children from 7 years old that in future they have to be careful in communicating via computers and why.
 3. Establish the cooperation of schools– small children – their parents

11. What are the main reasons and goals of the project?

To make comprehensive for youth and teachers the fact that personal data are the key to privacy and make understandable the fact of the reason of personal data protection and existing law.

Focus on the electronic communication

12. Target group (*children – age group / parents / teachers*)

Children, youth 7-18; parents, teachers

13. How do you contact your target group?

By cooperating with media

Corresponding with schools and teachers that already participated in the educational programme, and with regional bodies

14. Have you launched an information campaign for your project? (*Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?*)

The special press conference held yearly on the occasion of PDP Day open the information campaign supported by media

15. Timing of the project (*When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?*)

Competition yearly, starting 28th of January, PDP Day, ending in June by winning award ceremony at the International Film Festival for Children and Youth in Zlín.

The project is being developed and changed after 3 years.

Each year the campaign run 28th of January to first week of June; 1st of September 2009 the exhibition of children pictures was organised in the Senate of the Czech Republic in auspices of the President of the Commission for protection of privacy.

16. What does the project contain? (*brochure / leaflet / web site / competition / exhibition /...*)

Special issue of the Information bulletin focused on the information on personal data for parents and children was published in 2006 by the Office to start the project of awareness raising activities through young generation.

17. What makes it special? Why is it successful? What features make it an example of good practice?

Active children and youth participation issuing from their invention and stimulating their curiosity

Playful and humoristic possibility of approach

Cooperation with media and well known and visited international event (Film festival)

For teachers: Inspiration for innovative topic that could be implemented into the educational process, enrich it of the new, interesting point of view

18. Copyright; is it possible to share it?

Yes, the cooperation desirable

The project was awarded in 2007 in Madrid

19. Have you already shared it with another national DPA? Which one/s?

No, not with another DPA. Only with "Children Villages" organisation – participation of Bosnia-Herzegovina, Russia, Ukraine, Kazakhstan, Moldova

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

Children's works sent during 2-3 months of the competition prove interest of children, schools and the level of reflection on the topic of personal data and privacy.

The seminars for pedagogical staff are finished by a test that indicate whether the lectures were comprehensible; the discussion with participants gives us the information on topics that must be explained or mentioned in a different way and indicates the quality of lectures.

DETAILED PROJECT DESCRIPTION

1.

Educational program "Protection of Personal Data in Education"

1. Contents detailed survey of topics:

One lesson dedicated to the right to personal data protection within the framework of human rights and the Czech legislation.

The fundamental rights guaranteed both by the Constitution and the Charter of Fundamental Rights and Freedoms include the right to protection of private and family life. It is explained in this context why personal data must be protected and how such protection is ensured, and what is the relation of the Personal Data Protection Act to the European legal rules (i.e. how and why the Czech legislation is harmonized with European law). In particular, it is explained that personal data are a key to our privacy, which is one of the basic values of our civilization.

Explanation is also provided with respect to the principles of personal data protection and the "balance principle", which ensures equilibrium between personal data protection and security (this aspect is important especially in relation to the topical issue of terrorism), as well as a balanced relation between the general Personal Data Protection Act and the special laws that also provide for personal data protection. In the interest of preserving civil rights, it is increasingly important to be able to enforce the right to privacy and to be aware of the fundamental legal provisions, on the basis of which this right can be exercised.

One lesson is dedicated to the subject of personal data protection in schools. The Office has experience with personal data protection related to a number of areas where personal data are processed. Personal data are also processed in schools. Explanation of these issues is based on the principles of personal data protection that must be maintained from the viewpoint of Personal Data Protection Act and from the viewpoint of protection of privacy. On the basis of their practical experience, the teachers are able to raise questions related to situations which they must face up within their educational activities.

Two lessons are dedicated to the possibilities of applying protection of personal data and privacy in the framework of specific subjects (for more details cf. section 5).

2. Form:

A lecture followed by a discussion with the lecturers concerning specific situations or issues.

3. Educational goal:

In relation to approval of the Personal Data Protection Act, No. 101/2000 Coll., and establishment of the Office for Personal Data Protection (hereinafter “the Office”) in 2000, the media have been paying increased attention to the aspects of personal data protection as an extremely important part of rights of each individual. Although the general awareness of this aspect is relatively high in the Czech Republic, also thanks to activities of the Office, almost no or very little attention has been paid to certain social groups in this respect. These groups undoubtedly include children and youth. However, in the near future, the current students of elementary and secondary schools will gradually become adults and bear the related political and economic responsibilities. Therefore, their knowledge of personal data protection must be continuously raised so as to ensure that this issue is not out of their interest at a time when they can affect the future of the society as a whole.

Schools are amongst the most important information channels whereby the students of elementary and secondary schools can be acquainted with the subject of personal data protection. However, information provided to the students within the subjects of basic social science, history, information and computer technology must be correct and also linked with specific examples of the practical situations involving protection of privacy and personal data. Therefore, the Office for Personal Data Protection has created an educational program in the framework of DVPP, whose aim is to prepare the teachers at elementary and secondary schools for topics in the area of personal data protection and enable their incorporation in the educational programs of individual schools.

A lecture consisting of 4 teaching hours

The primary target group consists of teachers of the following subjects:

Subject	specific educational goal related to the given subject
Czech language and literature	ability to perceive the concept of privacy and personal data protection in various time periods on the basis of a literary text or a work of art
basics of social sciences	personal data protection and protection of privacy in the context of human rights, law and psychology
History	development of opinions on human privacy, its value and establishment of personal data protection in various time periods within the development of the European civilization, influence of totalitarian regimes on the perception of protection of privacy
mathematics, information and computer technology	protection of personal data, their securing in automated processing – security within the Internet, principles of administration of computer technology with respect to data protection, danger of identity theft, modern equipment in personal data protection (tapping, RFID, database systems), principle of electronic signature
Biology	possibilities of taking DNA samples, their subsequent processing for verification or identification purposes, different approaches to DNA databases in other countries, creation of databases of fingerprints and other personal identifiers, sensitive data in health care; human privacy – privacy of animals

If teachers from distant regions show substantial interest in this subject, the Office is able to provide a lecture in the given regional capital.

The Office will provide its premises including the necessary audiovisual equipment. Individual participants in the workshop will be provided with information materials.

After the lecture, the participants will have the opportunity to express their opinion on the contents of the lecture and raise additional questions; the participants in the workshops will be presented with a test and a questionnaire; correct answers will be a precondition for granting a certificate on completion of the course

2. Extract from the office website – the announcement of this year's competition:

The 4th year of the competition for children and youth

in age categories from 7 to 11 years and from 12 to 18 years

“My privacy! Don't look, don't poke about!”

The experience obtained during the previous three years of the competition shows that privacy is often important also for children, and especially for young people. For every one of us, personal data are key to our privacy. The Office is obliged to provide for their protection by those numerous institutions that maintain our data. However, it is necessary that we also learn to protect our personal data ourselves, wherever possible.

Since we are aware that children and young people spend a lot of time on the Internet and often provide information they would never tell even their best friends, we would like to offer them mutual cooperation in protection of their privacy and personal data:

Create your own guard to help you! This is not a bodyguard to protect your body, but a “privacyguard” who will help you protect your personal data and privacy.

Do you ask how? This is a small character, figure or any creature that you create as an animated GIF for your computer. Taking an existing GIF found on the Internet would constitute theft – and it would also no longer be only yours; so, please don't do it. Your GIF will be reminding you on the screen of your computer that you should pay close attention to what you are communicating over the Internet. Indeed, what you reveal never disappears and can always be found by someone ... Will you be happy if something that you say today is known in ten years time, when you might be looking for a job, wooing a lover, challenging your superior or having children browsing the Internet ...?

Small children (up to 11 years), who might not be familiar enough with computers to be capable of creating a GIF, may draw an animal which they believe best protects their privacy; but write us why you think that the animal you chose is the best.

The winners of the individual categories will be selected by a professional jury and, early in June, they will be invited to Zlín to the International Film Festival for Children and Youth (children under 15 with their parents), where they will be ceremonially presented with their awards. Moreover, the author of the best privacy guard will be invited to take part in the children's jury for the 50th edition of the festival.

Send us your contributions (stating your name, address and age) by March 31, 2010 to:

Office for Personal Data Protection, press division, Pplk. Sochora 27, 170 00 Praha 7
(mark “Privacy” on the envelope)

electronically: ✉ soutez@uouu.cz (files over 3 MB please send on a CD or DVD)

Contributions will not be returned and may be used by the Office for publishing purposes.

Please state explicitly if you don't want your contribution published. We are looking forward to your works!

And one more note: Your personal data that you disclose to us will be used only within the competition and to mention the author when the work is published.

1. Country

CZECH REPUBLIC

2. Title of the project

SAFERINTERNET.CZ – CZECH SAFER INTERNET NATIONAL CENTER

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

Organizer: Online Safety Institute (OSI)

Partner in project: CZI , Safety Line Association (SLB),

4. The head of the project and the contact person (name of the person and contact)

Pavel Vichtera, project coordinator

Online Safety Institute, Svornosti 30, 15000 Prague. E-mail: vichtera@saferinternet.cz

5. Web site (Where can we find the project or information about it?)

www.saferinternet.cz

www.horkalinka.cz

www.pomoconline.cz

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

The project completely prepared by our office. 15 people participated. 5 external workers. Cooperation: Ministry of the Interior, Ministry of Education, Youth and Sports

7. Budget of the project (approximate amount, in €)

700 000 €

8. Funding (From whom? Any donations or grants? Not funded?)

European Commission

9. Language versions (Is there an English version?)

Czech and English

10. What is the focus/theme of the project?

Saferinternet CZ is the only project in the Czech Republic that systematically concerns itself with increasing the awareness on Safer Internet issues. As part of this project, the first internet hotline and internet helpline were launched in January 2007. The project has been in permanent operation since 2005, with the kind support of the European Commission under their European 'Safer Internet' program.

11. What are the main reasons and goals of the project?

The mission of this project is to increase awareness of safer internet issues and to build a National Center for a Safer Internet. In this area, the portal www.saferinternet.cz serves as an important tool. Important tasks with which this project concerns itself are fighting the battle against illegal online content and providing psychosocial assistance to children who have become victims of cybercrime.

12. Target group (children – age group / parents / teachers)

Children 6 – 10y, 10 -17y

Parents, teachers

13. How do you contact your target group?

Websites, training seminars, conference, newsletters, booklets, leaflets, TV spots, viral spots.

14. Have you launched an information campaign for your project? (Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)

Campaign is in cinemas, internet and in the newspapers.

15. Timing of the project (When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?)

The project has been in permanent operation since 2005. We are providing campaign permanently to 2010. We are starting a new project every two years.

16. What does the project contain? (brochure / leaflet / web site / competition / exhibition /...)

Web portal (www.saferinternet.cz)

Web sites: www.horkalinka.cz, www.pomoconline.cz, www.bezpecne-online.cz

Leaflets, brochures

Competition Mobilstory (www.mobilstory.cz)

Safer Internet conference

Educational materials

Research

17. What makes it special? Why is it successful? What features make it an example of good practice?

Very successful is annual Safer Internet Conference in Prague (CEE SIC Prague)

Campaign of the helpline "Never know who is on the other side" (Leaflet, TV spot...)

18. Copyright; is it possible to share it?

It is possible to share copyright in particular cases.

19. Have you already shared it with another national DPA? Which one/s?

We prepare to share successful helpline campaign with Slovenian Safer Internet Center.

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

We conduct annual research about children behaviour on the internet. We are indirectly watching the effects of the Safer Internet Campaign.

DETAILED PROJECT DESCRIPTION

Project Activities of Saferinternet CZ

The mission of this project is to increase awareness of safer internet issues and to build a National Center for a Safer Internet. In this area, the portal www.saferinternet.cz serves as an important tool.

Important tasks with which this project concerns itself are fighting the battle against illegal online content and providing psychosocial assistance to children who have become victims of cybercrime.

Hotline

One tool in the fight against cybercrime and child pornography is the hotline operated by the project in cooperation with the Czech Police. On this internet hotline, we accept messages from internet users concerning unlawful or inappropriate content on the Internet, such as child pornography, paedophilia, unlawful sexual practices, racism, xenophobia, self-mutilation, calls for violence and hatred, propagation of drugs, etc. Please don't be indifferent to such content! Report it to www.ohlaste.horkalinka.cz. This hotline has been operated by the Czech National Center for a Safer Internet since 2007, with the support of the European Commission.

Helpline

The helpline www.pomoconline.cz (Internet helpline) seeks to help child victims of cybercrime.

This helpline, which provides assistance and information, was launched in 2007 to help children and adolescents who feel threatened and disturbed in connection with their communication activities on the Internet. We offer these children effective psychosocial counseling. The helpline is conceived as a crisis intervention service that can be reached via phone, chat or e-mail, in cooperation with Sdružení linka bezpečí (the Safety Line Association). In 2008, our Helpline campaign came in third in the prestigious nationwide creativity contest 'Louskáček' (Nutcracker).

Safer Internet for Children

In the spirit of the principle of J. A. Komensky, "*schola ludus*", the project organizes awareness & information campaigns and gets together with schoolchildren. Each year, we hold youth contests on various topics related to a safer internet, such as a traditional literary contest, and the "Mobilstory" contest for budding creators of video spots.

Safer Internet, from the Professional Vantage Point

The project Saferinternet CZ actively contributes to the debate on the classification of internet content. Aside from presenting the PEGI system to the Czech Parliament, we have been organizing, in cooperation with the Online Safety Institute, professional conferences on the issue of safer online content and mobile communication. For teachers, Saferinternet CZ regularly organizes the contest WebQuest for the best methodological tool on the Internet.

Mobilstory.cz – Pages on Mobile Safety and Etiquette

The objective of these pages is to contribute to safe mobile-phone usage through useful advice and tips.

Since 2008, the project Saferinternet CZ has been operating the pages at www.mobilstory.cz. This site is designed for children and parents alike, and provides information on mobile phones, safe internet use, mobile etiquette, or inappropriate content, as well as guidelines for conduct for those who are not sure how to use mobile phones safely and ethically.

1. Country

FRANCE

2. Title of the project

SEVERAL ACTIONS AROUND THE THEME: 'THINK BEFORE YOU POST!'

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

The CNIL is the organiser but for some actions the CNIL cooperated with *Internet sans Crainte*, the French operator for the European Insafe Program

4. The head of the project and the contact person (name of the person and contact)

Elsa Trochet-Macé, head of the communication department
etrochet@cnil.fr

5. Web site (Where can we find the project or information about it?)

www.jeunes.cnil.fr www.jepubliciejerflechis.net

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

Yes but with support of agencies (Play Bac and Tralalere)

7. Budget of the project (approximate amount, in €)

Play Bac : 65 K euros Tralalere : 34 K euros

8. Funding (From whom? Any donations or grants? Not funded?)

No funding was received but a free TV campaign was offered by TV channels

9. Language versions (Is there an English version?)

French only

10. What is the focus/theme of the project?

'Think before you post'

11. What are the main reasons and goals of the project?

- to give practical advices to Young people to help them to manage their image on the Internet and to promote a safer use of the Internet

12. Target group (children – age group / parents / teachers)

Children from 10 to 12 years old

Children from 12 to 16 years old

13. How do you contact your target group?

Web / TV / special edition of a newspaper dedicated to children from 10 to 14 years old/
dailymotion/Facebook/training for schools

14. Have you launched an information campaign for your project? (Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)

Yes

15. Timing of the project (*When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?*)

European data protection Day (January 28th)

Safer Internet Day (February 9th)

TV campaigns : March and April

16. What does the project contain? (*brochure / leaflet / web site / competition / exhibition /...*)

A video for web and TV / a CNIL special edition of a newspaper dedicated to children from 10 to 14 sent to 68.000 individual subscribers and 8.000 class subscribers / a special Q&A for kids with a version online / partnership with a serious game focused on privacy issues on internet / opening of a Facebook and Twitter accounts and a dailymotion page (French equivalent of Youtube) / new version of the Youth space on the CNIL internet website

17. What makes it special? Why is it successful? What features make it an example of good practice?

- Lots of actions for kids and teenagers.
- Free TV campaigns

18. Copyright; is it possible to share it?

To see

19. Have you already shared it with another national DPA? Which one/s?

no

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

Not yet because it is rather young but we will.

DETAILED PROJECT DESCRIPTION



jeunes.cnil.fr
L'informatique doit respecter l'identité humaine, les droits de l'homme, la vie privée et les libertés

→ Internet & Vie privée

→ Alerte aux traces

→ Tes droits

→ Parents & Profs

→ Des sites à consulter

Tu publies ? Réfléchis.



Le Salon Internet day - Journée pour un Internet plus sûr, organisée par la Commission européenne, se déroule le 9 février dans le monde entier.

A cette occasion, la CNIL présente le premier volume du jeu 2025 ex-machina. Cet épisode appelé "Le chat démoniaque" est consacré aux réseaux sociaux. Il permet aux 12-16 ans de porter un regard critique sur leurs différents usages d'internet fixe et mobile.

www.2025exmachina.net

2010

Internet & Vie privée
Les bonnes pratiques et les réflexes à adopter pour protéger sa vie privée sur Internet !

Alerte aux traces
Du matin au soir, tes activités de la vie quotidienne laissent des traces. Découvre comment tu es pisté ...

Parents & Profs
Pour en parler ensemble, pour poursuivre le débat en classe ou en famille...

Tes droits
Grâce à la loi informatique et libertés, tu es des droits sur les informations qui te concernent.

Des sites à consulter
Pour se former, s'informer, signaler.

Rechercher

Ta vie privée, c'est secret !



● **Teste-toi avec Les Incollables**

Mon Quotidien spécial vie privée

Apprends à protéger ta vie privée sur Internet avec ce numéro spécial de Mon Quotidien, le journal des 10-14 ans.

● **A feuilleter en ligne !**

→ Internet & Vie privée
POUR LES 10-12 ANS
POUR LES 12-16 ANS

→ Alerte aux traces
SUR INTERNET
SUR LA ROUTE
DANS LES TRANSPORTS

→ Tes droits
LE DROIT D'ÊTRE PROTÉGÉ
LE DROIT DE SAVOIR
LE DROIT D'ACCÈS
LE DROIT DE S'OPPOSER

→ Parents & Profs

→ Des sites à consulter

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1. Country

IRELAND

2. Title of the project

'SIGN UP, LOG IN, OPT OUT - PROTECTING YOUR PRIVACY & CONTROLLING YOUR DATA'

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

The Office of the Data Protection Commissioner in conjunction with the Curriculum Development Unit of the Department of Education & Science in Ireland.

4. The head of the project and the contact person (name of the person and contact)

Eunice Delaney, Assistant Commissioner, Office of the Data Protection Commissioner, Ireland

5. Web site (Where can we find the project or information about it?)

www.dataprotection.ie/teens

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

The content was devised and written entirely by the Office. Editorial support was received from the Irish Department of Education & Science. Other external supports include translation, design and print support.

7. Budget of the project (approximate amount, in €)

Approx €40,000 (including VAT)

8. Funding (From whom? Any donations or grants? Not funded?)

Not funded

9. Language versions (Is there an English version?)

English & Irish language versions available

10. What is the focus/theme of the project?

Promoting awareness among young people about their right to privacy and how they can take steps to protect their personal information.

11. What are the main reasons and goals of the project?

Increase the levels of awareness of data protection & right to privacy.

12. Target group (children – age group / parents / teachers)

Second level students (generally aged 12-15 years)

13. How do you contact your target group?

A hardcopy of the resource was distributed to all second level schools around Ireland for teachers to utilise in a variety of subject settings, particularly as part of the curriculum for 'Civic Social & Political Education' (CSPE). A series of presentations on the resource was given to CSPE teachers as part of their in-service teacher training days.

14. Have you launched an information campaign for your project? *(Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)*

The Minister for Education & Science, Mary Hanafin formally launched the resource on 28 January 2008 to coincide with the 2nd Council of Europe Data Protection Day. A press release announcing the resource was also issued

http://www.dataprotection.ie/docs/Data_Protection_Day_2008/597.htm

15. Timing of the project *(When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?)*

First launched on 28 January 2008. As this resource has been included on the CSPE subject curriculum for second level schools, it is anticipated that this will be a long term campaign.

16. What does the project contain? *(brochure / leaflet / web site / competition / exhibition /...)*

The project consists of a 92 page educational resource with suggested activities. The resource is available in hardback and online.

17. What makes it special? Why is it successful? What features make it an example of good practice?

Approval for inclusion on the Civic, Social & Political Education (CSPE) curriculum for second level schools nationally is significant because it means that questions specifically dealing with data protection and privacy issues may feature regularly on official state examination papers at second level. Already, the Office has noted examination questions on privacy rights and data protection since the resource was launched.

18. Copyright; is it possible to share it?

- Permission is granted to reproduce material from the resource for educational purposes ,

19. Have you already shared it with another national DPA? Which one/s?

Two DPAs have sought permission to adapt the resource material and this Office responded indicating our policy that permission is granted to reproduce material from the resource for educational purposes.

20. Have you conducted a survey concerning the effects of your campaign? *(Or have you monitored the level of knowledge of the personal data protection before running your project?)*

No specific survey has been conducted to gauge the effectiveness of the resource specifically.

However, prior to the launch of the resource, a Public Awareness Survey was conducted by this Office in 2005 which found only 15% of respondents aged between 18 & 24 were aware of the Data Protection Commissioner. A Public Awareness Survey conducted subsequent to the publication of the resource, found that 47% of respondents aged between 15 and 24 were aware of the Data Protection Commissioner.

DETAILED PROJECT DESCRIPTION

The Office of the Data Protection Commissioner, in conjunction with the Curriculum Development Unit of the

Department of Education & Science developed a resource called 'Sign Up, Log In, Opt Out: Protecting Your Privacy & Controlling Your Data'. This 92 page resource deals with two of the core concepts of the 'Civic Social & Political Education' (CSPE) curriculum: 'Rights & Responsibilities'; and 'Law'.

The resource was distributed to all second level schools in Ireland in 2007 and 2008.

The aim of the resource is to raise awareness amongst students of their rights under data protection, how their personal information may be collected and used, how to take control of their personal information and how they can access personal information held about them.

The educational resource is divided into four sections, each containing several modules.

Section 1 What is privacy?

(includes modules on Privacy in the home, Big Brother and Celebrity & privacy)

Section 2 Privacy as a Human Right

(includes modules on the emergence of privacy as a human right and the national census)

Section 3 Data Protection: Rights and Responsibilities

(includes modules on sensitive data, age of consent and access requests)

Section 4 Technology & Privacy

(includes modules on surveillance, digital interactive tv, biometrics, social networking, biometrics)

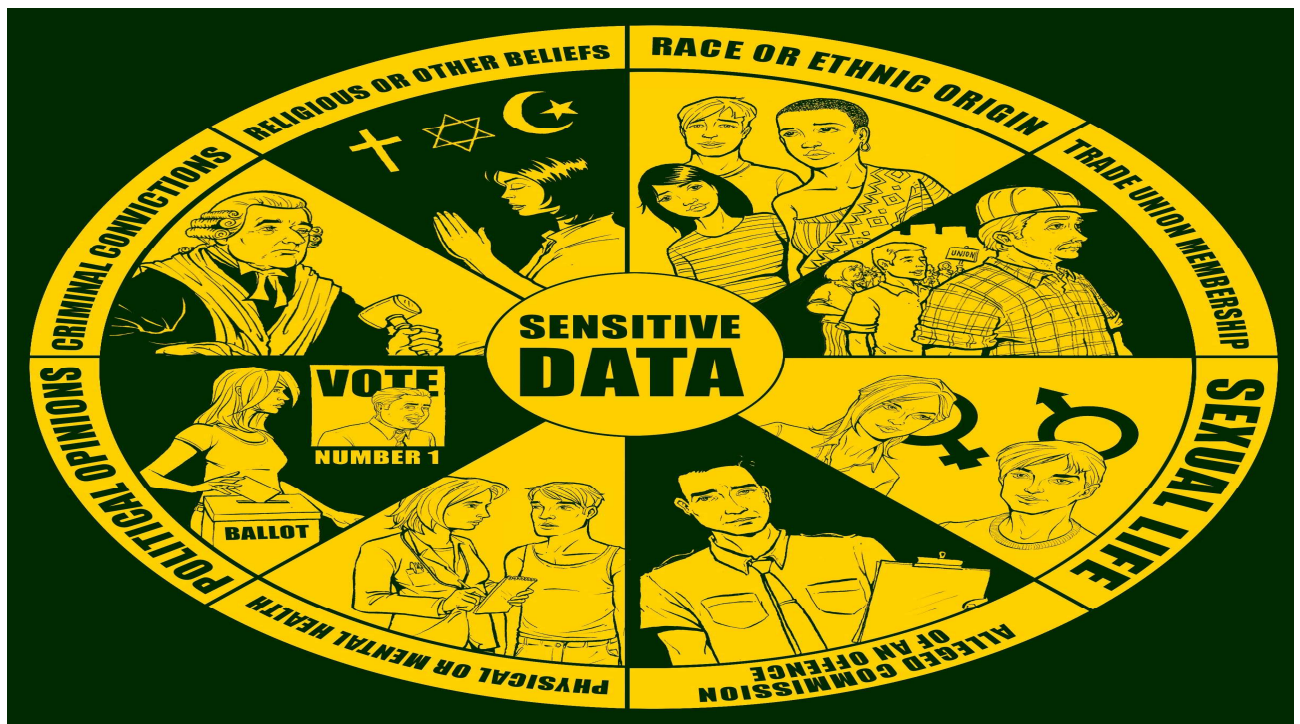
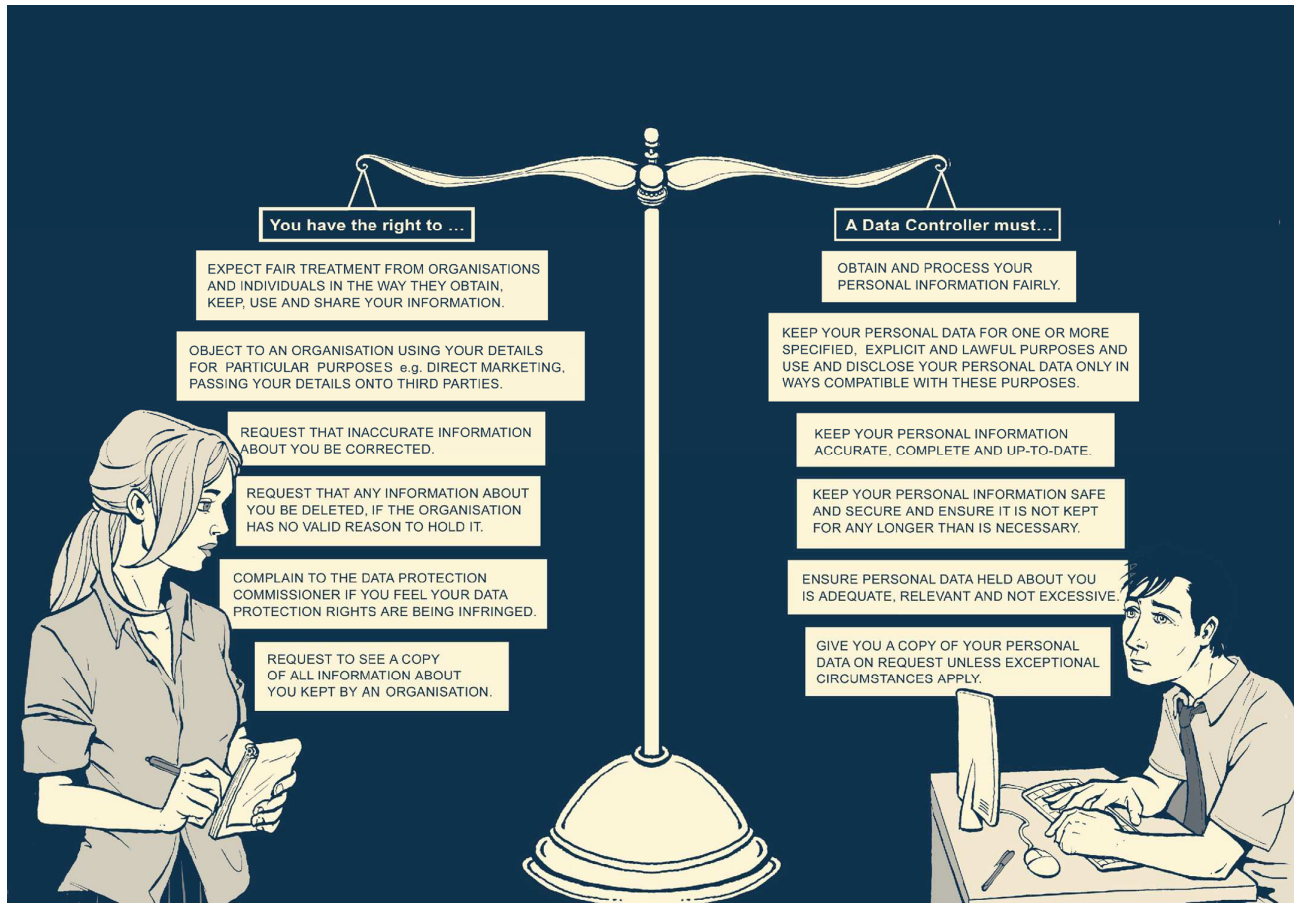
Each module is designed to encompass one class of approx 35 minutes. There is at least one activity included in each class.

On completion of the four classes students should:

1. Be aware of their human right to privacy.
2. Know how data protection issues affect them in their daily lives.
3. Be aware of ways in which they must take responsibility for their own information (particularly with regard to social networking and the internet).
4. Be aware of their rights and the responsibilities of those who collect and process information.
5. Be familiar with the Office of the Data Protection Commissioner and how they may request information and make a complaint.

Overleaf, there are two samples of illustrations from the resource depicting:

- Rights & Responsibilities under data protection
- Sensitive Data



1. Country

IRELAND

2. Title of the project

YOUTUBE - VIDEO CLIP COMPETITION

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

DPA in conjunction with Google

4. The head of the project and the contact person (name of the person and contact)

Lisa McGann, Education & Awareness Officer, Office of the Data Protection Commissioner, info@dataprotection.ie

5. Web site (Where can we find the project or information about it?)

www.youtube.com/dataprotection

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

Co-operation received from Google in relation to the project

7. Budget of the project (approximate amount, in €)

2008 - €10,000

2009 - €10,000

8. Funding (From whom? Any donations or grants? Not funded?)

Funded by the Office of the Data Protection Commissioner in 2008, funded by Google in 2009.

9. Language versions (Is there an English version?)

Yes

10. What is the focus/theme of the project?

2008 - Privacy in the 21st century

2009 - Private i / public eye

11. What are the main reasons and goals of the project?

- Raise awareness of privacy issues amongst young people
- Raise awareness of the role of the Data Protection Commissioner within a medium that young people increasingly use (video sharing sites)
- Establish what privacy related issues are most prevalent among the younger generation
- Generate up to date and quality clips on privacy related issues for publication on website and inclusion in data protection training presentations

12. Target group (children – age group / parents / teachers)

Ages 13 and over (individuals must be 13 + to create a Youtube account)

13. How do you contact your target group?

Information on competition was made available on Youtube channel, press release issued regarding the competition.

14. Have you launched an information campaign for your project? (Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)

Youtube / Press release - http://www.dataprotection.ie/docs/Private_I,_Public_Eye/898.htm

15. Timing of the project (When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?)

2008 competition launched on 28 January 2008 (CoE Data Protection Day)

2009 competition launched on 28 January 2009 (CoE Data Protection Day)

16. What does the project contain? (brochure / leaflet / web site / competition / exhibition /...)

Video clip entries with a specific privacy theme.

17. What makes it special? Why is it successful? What features make it an example of good practice?

It utilises a medium accessible to the target audience and challenges them to think about privacy in a creative and original manner.

18. Copyright; is it possible to share it?

Winning video clips and full gallery of entries is available to view online at www.youtube.com/dataprotection

19. Have you already shared it with another national DPA? Which one/s?

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

DETAILED PROJECT DESCRIPTION

Prize winning entries for 2009 competition - Private i, Public Eye

1st prize

<http://www.youtube.com/watch?v=a5V8OCJA6jA>

2nd prize

http://www.youtube.com/watch?v=BiQ_2h-CwPU

3rd prize

<http://www.youtube.com/watch?v=EbHzi8RQD8A>

Prize winning entries for 2009 competition - Privacy in the 21st century

1st prize

<http://www.youtube.com/dataprotection#p/c/E238D18356DF71DF/0/UOplzHJgZ4o>

2nd prize

<http://www.youtube.com/dataprotection#p/c/E238D18356DF71DF/1/LeMfkGkuFvs>

3rd prize

http://www.youtube.com/dataprotection#p/c/E238D18356DF71DF/2/TC8W_tBXQnE

A gallery of entries to both competitions is available to view online at www.youtube.com/dataprotection

1. Country

NORWAY

2. Title of the project

YOU DECIDE (DU BESTEMMER)

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

The campaign was initiated by the Norwegian Data Inspectorate and created in the cooperation between the Data Inspectorate, the Norwegian Board of Technology, and the Norwegian Directorate for Education and Training.

4. The head of the project and the contact person (name of the person and contact)

Eva Marie Felde, evfe@datatilsynet.no, phone +47 22 39 69 31

5. Web site (Where can we find the project or information about it?)

www.dubestemmer.no (various language versions)

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

More or less 5-8 persons have been involved in the project. This is mostly people from the three cooperating organizations. An external journalist participated in writing the brochure text, and an external designer set the design. In addition to this, some of the film scripts were written by students and the films then made with the help of professional filmmakers. Professional filmmakers made the animated films. A PR agency, Gambit Hill and Knowlton was also hired as strategic communications advisors.

7. Budget of the project (approximate amount, in €)

The campaign had a total cost of 327 000 € the first two years after launching in January 2007. Direct costs relating to printing and distribution of class-sets of the educational material are about 175 000 € in 2009.

8. Funding (From whom? Any donations or grants? Not funded?)

The Ministry of government Administration and Reform and the Norwegian Directorate for Education and Training

9. Language versions (Is there an English version?)

Norwegian (both official Norwegian languages), Sami and English

10. What is the focus/theme of the project?

The educational campaign is aimed at reaching young people on their own ground and adopts their style. Young people have an effective "spam filter" when it comes to dictatorial-style information. They would prefer to be left in peace and discover the world on their own. This is why the educational campaign does not point the finger, but is based on the fact that YOU decide. The message is that young people can take a substantial degree of control over their own data and that it is important to respect other people's choices.

11. What are the main reasons and goals of the project?

The protection of personal data is an extensive and complex subject. Rather than aiming to cover all areas and aspects of personal data protection, the educational campaign is designed to increase young people's knowledge of personal data protection and increase their awareness with regard to the use of their own and others' personal data on The Internet and in other places in society.

12. Target group (*children – age group / parents / teachers*)

Younger kids, i.e. 9-13 years

Junior high schools, i.e. 13-17 years

13. How do you contact your target group?

The material is distributed to schools on demand.

14. Have you launched an information campaign for your project? (*Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?*)

There have been ads in magazines aimed at teachers, and we have participated on several conferences to tell about the material and promote it. Also, the launching of each new addition of material has created massive media exposure.

15. Timing of the project (*When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?*)

It is a long-run campaign, which started in January 2007.

16. What does the project contain? (*brochure / leaflet / web site / competition / exhibition /...*)

Brochures and films (animated films for younger children, films for older children)

For schools – sample package (brochures, DVD, design buttons); free of charge

17. What makes it special? Why is it successful? What features make it an example of good practice?

It is made on youths premises, is free of charge for schools to order and it is one of few extensive materials available. Kids start using digital media at an increasingly earlier age, and it is not always easy to navigate in the digital jungle, and therefore they are in need of more knowledge.

It is evident from the Data Inspectorates experience that making time to discuss issues and perspectives concerning data protection is important. It was therefore very important to ensure that Norwegian schools would allow time to carry out this campaign. When the students have been given the opportunity to acquire this knowledge, it will be down to each individual to make their own decisions and be responsible for the consequences of these. This is why “YOU decide” was chosen as the name and slogan for this campaign.

18. Copyright; is it possible to share it?

DI has purchased the rights of the material, it can be used free of charge.

Other organizations and DPAs are encouraged to use it after informing Norwegian Data Inspectorate.

19. Have you already shared it with another national DPA? Which one/s?

Foremost the material for the oldest target group have been adopted in some way in Germany, Denmark, Spain, Andorra, Slovenia, Austria and Macedonia so far. Several other countries have also contacted us to explore the possibilities of use.

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

Opinion poll among teachers who have used the campaign. Results were very positive. The end of 2009 schedules a new poll to those teachers having used the newest material.

DETAILED PROJECT DESCRIPTION

Sample pages from the two different brochures:

HELLO.....IS THERE ANYBODY OUT THERE...??? Yes!
Hundreds! Thousands!! Millions!!! On the Internet, you can reach the whole world if you want. And sometimes you reach someone you don't want to reach...

Lots of people can see YOU!

The Internet is great. You can chat with friends on MSN, see films on YouTube, download music, visit friends' websites, and share your photos. The Internet gives you unlimited possibilities to be seen and heard.

In some online communities, you can decide who sees what on your profile. But tagging, cutting, and pasting are easy on the Internet. It's very easy for something that was meant only for your friends to end up being seen by others. And once posted, it can be very difficult to remove.

Your own archive
Are you member of a sports team? In which case, it could be that they put photos of you up on their website. Maybe, you've done something so interesting that a newspaper has interviewed you and the article has been published on the Internet? If you're in a marching band, there could be some great pictures of you from one of your performances.

What's posted about you on the Internet can be downloaded by others and stored in various places. If someone searches for your name through search engines such as Kvasir or Google, they could get lots of hits and build up a picture of what you're like as a person. As such, everyone has his or her own archive on the Internet.

You decide what your archive on the Internet looks like.

It was different when your parents were young. Basically, they almost had to be the world's best football player or win the Nobel Peace Prize to be noticed by the outside world. Now the photos you post on Flickr, or the video you put up on YouTube, can be seen by millions of people – by your grandmother in the next town, a pipe layer in Brazil, or even by your future spouse.

Perhaps you've got a profile on MySpace, Facebook, Pico, or another online community, or a blog where you've posted photos and some information about yourself? Have you ever thought through whether you want your neighbours or parents to see what you've put on the Internet? Because there's every chance they will do...

WHAT DO YOU THINK?
You're bound to know lots of people. Do you confide in all these people equally, or are there some people you tell more to than others? What do you share with different people – and why?
Have you ever posted anything about yourself on the Internet that you've later regretted?
Has anyone ever put photos of you on the Internet? Did you think that was OK? Did they ask for your permission first?

TASKS:
Look up the name of four celebrities on the Internet and find their web pages. Do the sites say things or publish pictures that you think shouldn't have been posted? Have the sites had many hits? Do you think the celebrities themselves posted or approved all the pages and photos?
«Privacy» is particularly important on the Internet. Look the word up in a dictionary or online and find out what it means.

6

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Vocabulary

blog = a bit like an online diary, where the person who owns the blog can post photos and contributions.

online community = a place on the Internet where you can meet with and chat to other people.

profile = information and pictures of you on an online community.

search engine = a service on the Internet where you can search for information.

tagging = entering a name tag to a person in a picture and linking it to the person's profile.

archive = collection of information, photos, text, etc.

private = something which is personal, which concerns you only.

Share everything?

More than 120 million people around the world log in to Facebook regularly to update information, post photos, and check out news from friends. Some people post everything from their telephone number and music tastes, to whether or not they have a boyfriend or girlfriend. Other people choose not to reveal so much. You decide how much information you want to share.

Your password is YOURS!

It should never be given to anyone else.

Get rid of it!

Is there information about you online that you want removed?

1. Talk to the person who put it there. Ask them to remove the information as quickly as possible.
2. Ask the Internet provider to remove the information/photos.
3. Contact your local police station if you think that the information posted is so serious that it should be removed immediately.
4. Contact the Data Inspectorate for advice and help.



SERIOUSLY!?!?

Famous on YouTube

Lasse Gjertsen from Norway became famous because of some film clips he posted on YouTube. The clips have been viewed more than 25 million times! «MTV wants me to make eight videos for them. I'm thinking of taking them up on the offer as it will mean some money for me,» he says. For eight videos, he'll get 1,000 dollars a minute of finished film.

Source: Dagbladet, 2011

Silly photos turned serious

Kristine and Synne are dreaming about being models. The two 13-year-olds take photos of each other, fool around, and giggle. In the last photos they take, they stand there just in their g-strings. They post the photos on their private Picasa page. The photos are intended for their use only, and a password is required to view them.

After a couple of years, they forget all about the page. Out of the blue, someone sends Synne one of the photos on MSN. Someone also prints and puts the photos up at her old school. Synne doesn't go out for a whole week! Now she's worried about the photos turning up again. She had no idea that something like that could happen when she was joking about in front of the camera.

Source: VG

Online communities are good too

Researchers in California have discovered that online communities such as Facebook, online gaming sites, and video sites such as YouTube are important for young people's development. Using the Internet teaches children and young people to develop their interests and knowledge, and to experiment with different ways of expressing themselves. Online communities are used mainly to stay in touch with friends from the real world, but also to make contact with other people with the same interests as themselves. And, often, young people are more inclined to learn from others of the same age group rather than from adults.

Source: The Digital Youth Project

SCHOOL IS TERRIBLY BORING – now and then. It can be very tempting to duck behind the screen and find something more fun. But even if you're sitting in a corner and no one is looking over your shoulder, there are a lot of people who can see what you're doing.

"PERSONAL DATA PROTECTION IS BASIC PROTECTION OF THE PRIVATE LIFE OF THE INDIVIDUAL"

Do you know who's watching?

Surfing and chatting feel private, so most people want to be left to sit in peace. Preferably at home, with the door shut, maybe even locked, just to be on the safe side. It's easy to forget that the door is often wide open in the world of technology.

Easy to check

In order for the e-mail you send to reach the right person, and for the websites you visit to be sent to "your" computer, your computer is assigned an electronic address (an IP address). Most schools have a firewall which protects against break-ins by hackers and viruses, and which also makes it possible to see which computer has which IP address, which websites each computer has visited, how many times and for how long.

All the websites you visit are also saved on the computer in the browser's history file. This is saved to make it easier the next time you want to visit the same site. If you don't delete the history file on the computer, it is easy for other people to monitor your time online. Unauthorized people may also be able to access e-mails you have sent and received. If friends, or people who aren't such good friends, get hold of your password, they will have access to everything that is intended for you and you alone. It can be both unpleasant and embarrassing.

Responsibility and rules

It often doesn't matter so much if other people see what you have done over the course of a day or during an hour-long

class. But there may be times when this isn't ideal. This is why your school has rules about what students and teachers are allowed to do on the school's computers. There are limits on what the teacher can monitor in terms of your activities on the computer and via the firewall, but at the same time, you are expected to take responsibility for your own activities.

When you're online, it isn't always easy to know whether or not someone

is spying on you. When you're alone with your computer, you may feel anonymous, and it's easy to think that no one can see what you're doing. That's not how it works ...

You aren't anonymous online.



WHAT DO YOU THINK?

Who should be able to access information from the computer you use at school?

Teachers? Classmates? Parents? What should they be able to see, and how should they be able to use this information? If the school discovers that bullying is going on via the school's network, should the teacher then be able to go into the system and check what's going on and who's behind it?

TASKS:

Talk with other people in your class. Help each other figure out how you can:

- delete the history file in the browser
- delete all temporary files ("temporary Internet files")
- change the privacy settings in the browser

What rules apply at your school when it comes to using computer equipment?

Find out whether the school has rules covering teachers' rights to access information about what you do on the computer. What do you think your teachers and the school should or should not have the right to check? Make suggestions for rules and discuss them in class, or take them up with the school via the student council.

Like an open journal

Other people are able to see which websites you've visited, either by checking the history file or temporary files for text, images and e-mails. These files are not automatically deleted when the browser is closed. If you don't delete the content yourself, other people can snoop around your online activities.

The danger that other people will try to access the information you leave behind may be greatest when you use computer equipment at school, in the library or at an Internet cafe.



How can they know who I am?

Every time you go online you are assigned an IP address. The Internet service provider records when you are connected and which IP address you have been assigned. The websites also record the IP addresses that visit them. When the police want to investigate who has visited a website, they can check the website's logs and then ask the Internet service providers for a list of who was using the IP addresses at a given point in time.

Many websites are interested in knowing who visits them, so they save a little file (a cookie) on your computer. Each time you visit the website, it checks whether your computer has such a cookie file, and records the information in it, for example the username and password used to log in to the website. You can refuse permission for websites to save cookies on your machine by adjusting the privacy settings in your browser. But then you risk some websites not working properly. You must decide what is most important: protecting your personal data or accessibility.

What does your school have the right to check?

As a general rule, the school may not use the computer system's log function to monitor students' Internet use. The purpose of the log is to ensure responsible operation of the computer system. Therefore, the log may be used to uncover unwanted online activity. In such instances, the school may use the information in the log to send out warnings that this Internet activity must stop, and that if the activity continues, the school will use the log to investigate who is involved.

The school itself must define what constitutes unwanted Internet activity. Any monitoring of students' online activities must occur in line with the regulation on e-mails, once this has been adopted by the authorities. In the meantime, it is important that the school develops clear guidelines that students can use to orientate themselves.

THAT'S LIFE!

Caught on the school network

At a school in Eastern Norway, the online learning platform 'It's learning' was abused by some students. A number of bullying messages containing swear words were recorded in the chat room. The use of nicknames made it difficult to identify the sender, so the chat room was closed to everyone. But the problems continued via e-mail. The head teacher also discovered that passwords and usernames were being stolen. Subsequently, those involved were caught and several students were banned from sending e-mails.

Source: *Arbeiderbladet*

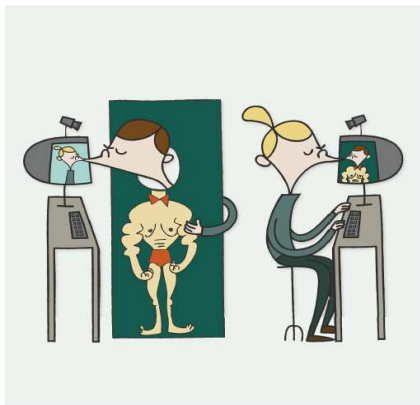
Teachers snooping around on students' computers

Students at a number of schools have raised the alarm about teachers engaged in unlawful surveillance and monitoring. In some instances, the teachers are said to have mapped out every move individual students made online by going through the logs in detail.

"This is of great concern. Teachers are not authorized to engage in this kind of surveillance", explains Halvard Helleland, former head of the school student union of Norway (SUN). In his opinion, schools' supervision activities go too far, and thereby imply that students can't be trusted. Helleland understands that there may be grounds for checking that the written and project work, submitted by students, is original and not taken straight from the Internet, but rejects the way in which this is being done.

"Instead, students should be required to create proper reference lists", he suggests.

Source: *VG*



... Did you fall in love with your LITTLE BROTHER???

Did you fall in love with your little brother???

It's embarrassing isn't it? The boy of your dreams, who you chatted with online for several weeks, turned out to be your little brother mucking around.

You're sad and disappointed because you did fall for him, didn't you?

It's not cool to be made a fool of, but how can you really know who you're chatting with?

Consider the consequences of your actions – when it's easy to fool others, it's also easy to be fooled!

1. Country

NORWAY

2. Title of the project

WORKING TITLE: HELPLINE FOR PRIVACY VIOLATIONS ON-LINE

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

Norwegian DPA

4. The head of the project and the contact person (name of the person and contact)

Catharina Nes

5. Web site (Where can we find the project or information about it?)

The web site is not yet released. It will be released in the first quarter of 2010 at the following address: www.slettmeg.no

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

The project is prepared in and by our office, with the support from the Ministry of Government Administration and Reform. The project is developed in close collaboration with the SaferInternet awareness network in Norway, which involves among others, organisations focusing on child protection issues, the police, Internet Service Providers, abuse teams on social networks and the Norwegian Press Association.

7. Budget of the project (approximate amount, in €)

Approximately 425 000 Euros (3,5 million NOK)

8. Funding (From whom? Any donations or grants? Not funded?)

The helpline will be funded by the Ministry of Government Administration and Reform.

9. Language versions (Is there an English version?)

There will be an English version of the web site.

10. What is the focus/theme of the project?

The focus of the project is to establish a helpline where people who experience online harassment or other privacy violations online can get professional and efficient help and guidance.

11. What are the main reasons and goals of the project?

The main reason behind establishing the helpline is the growing number of people who suffer from having their privacy violated on-line, and the lack of a central contact point where they can get guide and assistance. The helpline will be staffed with two employees, answering requests from the public via telephone, email and a chat-option on the helpline's website. The goal of the project is to develop an easy-to-reach, accessible service providing professional and effective help to the public. A vital part of the job is to work closely with key players such as the police, Internet Service Providers, web hosts, abuse teams at social networking sites and child protection organisations in order to help achieve this goal.

12. Target group (children – age group / parents / teachers)

General public

13. How do you contact your target group?

Primarily through the helpline's web site. We will also communicate with the public by using social networking sites (e.g. creating profiles at Facebook and Twitter), information campaigns in the general press/mass media and by participating in various relevant forums on request.

14. Have you launched an information campaign for your project? (Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)

We will make the helpline known to the public by advertising in the general press/mass media and by using social networking sites.

15. Timing of the project (When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?)

The helpline will be established as a two-year trial project. If successful, the helpline will be established as a permanent service within the Norwegian DPA.

16. What does the project contain? (brochure / leaflet / web site / competition / exhibition /...)

The helpline will be staffed with two employees answering requests from the public via telephone, email and a chat-option. Information to the public will be communicated through the web site, which, among other things, will contain a wide selection of how-to-guides on how to proceed in order to have unwanted personal material published on the net removed (e.g. "how to remove a false profile on Facebook", "how to set your privacy settings on social networking sites", "how to use googles webpage removal request tool" etc.).

17. What makes it special? Why is it successful? What features make it an example of good practice?

To our knowledge, this will be the first helpline in Europe specifically set up to deal with privacy violations on-line. It will have the general public as target group, not only children and young people.

18. Copyright; is it possible to share it?

We would be more than happy to share our knowledge and have other DPAs copy our resources on the web site

19. Have you already shared it with another national DPA? Which one/s?

No.

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

No. The project is still not launched. It will be subject to an evaluation after the two-year trial period has expired.

DETAILED PROJECT DESCRIPTION

New helpline dedicated to helping people who experience privacy violations on-line

The Norwegian Data Protection Authority is in the process of setting up a helpline, dedicated to providing help and guidance to people who experience online harassment or other privacy violations online. The helpline is targeted at the general public. Time is often a key factor when dealing with privacy violations on-line, and the helpline will hence be organised as an accessible and efficient service, aimed at providing on the spot advice to the public on how to proceed in order to remove unwanted personal data from the net. It is important to note that the service will not have any legal or executive powers, e.g. to formally request Internet Service Providers to remove unwanted content. Focus will be on assisting and guiding the public. In order to provide effective help, the helpline will collaborate closely with key players such as the police, Internet Service Providers, abuse teams on social networks, the Norwegian Press Association and public authorities/organisations focusing on child protection issues. The new helpline will be launched in early spring 2010.

1. Country

PORTUGAL

2. Title of the project

DADUS PROJECT

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

The DPA has fully conceived and developed the Project. This is an ongoing Project, kept entirely by the DPA, including its financial support. However, the DPA signed a protocol with the Ministry of Education and with the regional governments of the Azores and Madeira (autonomic regions), in order to allow implementing the Project into the schools.

4. The head of the project and the contact person (name of the person and contact)

Clara Guerra (CNPd – Portuguese DPA)
Rua de S. Bento, 148, 3º 1200-821 Lisboa
Portugal
tel:+ 351 213 928 400
clara@cnpd.pt

5. Web site (Where can we find the project or information about it?)

<http://dadus.cnpd.pt>
<http://dadus.blogs.sapo.pt>

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

Dadus Project is completely prepared by our office. At this moment, the Project team has 5 persons on a permanent basis, including two external workers. Furthermore, there is occasional recourse to outside providers, as for graphic and audiovisual materials and, creation of interactive games.

7. Budget of the project (approximate amount, in €)

Approximately 60.000 Euros per year.

8. Funding (From whom? Any donations or grants? Not funded?)

The Project is exclusively financed by the DPA.

9. Language versions (Is there an English version?)

At this point, all the Project materials are in Portuguese, as they are addressed to Portuguese schools.

However, there is an English article, published in October 2008 in the Data Protection Review, presenting the Dadus Project. It could be found in

<http://www.dataprotectionreview.eu/>

10. What is the focus/theme of the project?

The Project focuses in general in data protection and privacy issues, exploring mostly the various practical aspects of the use of Internet and other technologies, such as mobile phones. Technologies work in an integrated way; therefore, all those synergies and potentialities are dealt with.

11. What are the main reasons and goals of the project?

The main reasons for developing such a Project were, on the one hand, the need to have a specific privacy approach to the so-called digital generation, raising awareness among children and young people for the risks of an incorrect use of technologies and providing them information on how better protect themselves in this ICT environment, helping them also to prevent and tackle some nasty phenomena, such as cyberbullying, sexual harassment and other criminal activities. On the other hand, it was considered that the DPA could play a more central and intensive role within its competences, by taking the lead of performing such task. Thirdly, the DPA thought that the most efficient way to make this work would be to create a structural Project to be applicable inside schools, the most natural and adequate learning ambiance to achieve a large implementation.

The main goal of DADUS Project is to include in school curricula data protection and privacy issues, as a new subject to be worked in the classroom, at national level. The aim is to provide all the pupils the knowledge they now lack, from a privacy perspective, to be able to make informed and conscious choices. Taking risks is something inherent to young people and is part of the growth process, therefore this Project does not intend to give “correct answers” but basically invests in information, experience sharing and much discussion among the pupils, so they have the opportunity to discover their own privacy borders, to increase respect for others, to be able to avoid dangers and to better deal with the daily situations they face.

To improve data protection when using technologies, to be aware of the fundamental right to data protection and privacy, to be able to make free and informed options are major objectives of this Project and the DPA contribution for young people to grow up better citizens.

12. Target group (*children – age group / parents / teachers*)

DADUS Project was conceived for targeting children from 10 to 15 years old, the age segment that was considered to start using new technologies in a more massive way. As the Project is meant to be implemented in schools by teachers, they are fully involved in data protection and privacy issues, being also targets of the information.

In the sequence of many requests, the DPA developed a dedicated area for parents in the Project website, as well, setting up a discussion forum for sharing experiences, debate solutions and highlight parents' initiatives. There is also available information concerning the contents transmitted in the school, so the parents can keep up with the activities of their children.

13. How do you contact your target group?

The target group is contacted through school and directly through the DADUS Blog.

The Project is based on school, DADUS Website (for teachers) and DADUS Blog (for pupils).

All the contents are uploaded in these two digital platforms.

It was developed a Manual/Guide for Data Protection and Privacy, outlined in thematic units, having each one of them the same structure: “Supporting Information Sheet” for teachers, where the theme is deeply explained to allow teachers to transmit the contents in the classroom, a “Summary” for teachers, that contains working suggestions to explore that specific theme with the pupils, and a “Backup” sheet, for pupils, resuming the contents in a creative and informal language. All thematic units have also other supporting materials (informative texts, practical guidance, crosswords and other games, etc.) to be used when working each issue. This Manual is available to download and print in the DADUS Website in a required sign up area for teachers.

In the DADUS Blog, pupils can actively and directly participate in the Project, either at home or at school. They can find, there, specific interactive games; they can publish their school works, carried out within the Project, post comments and engage in discussions with the figure of DADUS – the anthropomorphic figure that gives face to the Project. He represents a teenager that uses the same language and has the same problems as the general target

group, playing therefore an important mediator role.

Moreover, within the Project, the DPA is invited by an increasing number of schools from all over the country to participate in raising awareness sessions with pupils, teachers and also with parents.

Apart from these main channels of communication, the Project is also present in the social networks, in order to reach other people and to amplify its reference.

14. Have you launched an information campaign for your project? (*Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?*)

The DADUS Project was publicly launched in January 2008, in the European Data Protection Day, and received immediately huge press coverage, without any paid ads. As long as the Project has been implemented, we release information for the media, in order for the Project keeps notorious. Last year, we made a general information campaign in the press, and we had specific ads in radio and TV to promote three contests (rap lyrics, videos and posters) launched for the schools.

On the other hand, with the support of the Ministry of Education, the DPA organised regional meetings with schools around the country to present the DADUS Project directly to teachers, having also distributed posters and a dossier for teachers to archive the Project materials.

We have also addressed a letter to all schools, in order to obtain a school contact point for the Project.

From January 2010, the Project is also present in Facebook (Projecto Dadus).

15. Timing of the project (*When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?*)

DADUS is a long-term Project, symbolically announced in the European Data Protection Day in 2008. That was year zero of the Project. The Project's cycles keep up with the rhythm of the school year, so in 2009/2010 the Project is in its second year.

Upon the basic materials firstly created, there are always new activities proposed, new materials available, new games developed and new ideas to carry on. DADUS is a dynamic Project and is never closed; on the contrary, it is always being developed and updated. Young people are great consumers of what is new. That pushes the Project to keep growing and expanding, catching their attention in many different ways.

The Project is quite flexible allowing schools to implement it every year with the same pupils and with different pupils in any of the school levels (from the 5th to the 9th degree). There are some specific school subjects where the DADUS Project is easily applicable: Civic Education, ICT and Project Area, though we also suggest some multidisciplinary activities.

There are more than 2,000 teachers already registered in the Project and every day we receive new adhesions.

16. What does the project contain? (*brochure / leaflet / web site / competition / exhibition /...*)

As already explained in detail above, the Project contains a great variety of materials, most of them available in the Internet – both in the DADUS Website and in the DADUS Blog. Information notes, posts, interactive games, cartoons, tips, videos, discussion forum, several contests, providing all the necessary information with a strong multimedia and entertainment component. However, we have also printing materials, such as a Project poster, a dossier for teachers, bookmarks, pins, mouse pads, t-shirts, pens, and so forth.

17. What makes it special? Why is it successful? What features make it an example of good practice?

DADUS Project is special in the way that it is unique in its model, pioneer and ambitious.

We consider it has been successful for many reasons. First of all, the protocol signed with

the Ministry of Education turned it into a national-wide project and facilitated the work with the teachers, making possible to really have data protection and privacy “lessons” in schools.

Secondly, it seems that this Project came to fill in an urgent need for information and guidance from teachers and parents. That may explain the good receptivity the Project had. On the other hand, these issues are much present in young people daily life, what makes of them very interested and motivated addressees of this Project.

Thirdly, the Project was conceived having into consideration that teachers themselves have different levels of knowledge and do not have much time to study and prepare new subjects alone. For that, we have structured the Project, in order to ease the teachers’ work in handling these issues and transmitting the contents, and support them as well in developing activities and exploring ideas with all the needed materials.

Finally, one may consider that the positive approach the Project values – not making the devil out of the use of ICT and not trying to patronize teenagers, but instead promoting opened discussion and reflexion – has been fruitful. The same way, the language used by the figure of DADUS to pass on the message has been attractive to teens and tends to be more effective.

18. Copyright; is it possible to share it?

The Project was fully homemade by the DPA. It is possible to share all kind of materials (texts, videos, interactive games, and so forth) as long as there is a prior contact with the DPA.

19. Have you already shared it with another national DPA? Which one/s?

We already started contacts with some DPA’s to develop a program of joint activities and materials’ sharing.

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

We have different ways of measuring the Project: questionnaires to teachers on the level of implementation and their opinion on the quality of the materials and on the receptiveness of the pupils; the statistics concerning the number of teachers registered in the Project and the number of visits to the Website and to the Blog; the direct feedback of the teens in the Blog and of the teachers contacting us; the number of participants in the Project competitions.

We are developing, now, a monitoring pilot program to be implemented in some schools, scoping different school levels and different regions. The main idea is to apply a questionnaire to the pupils, before they start working the Project, to find out their level of knowledge and their perspective towards privacy; later on, after running the Project, in the end of the school year, another questionnaire is applied. The aim is precisely to check what they have learnt and whether their views on privacy and the protection of personal data have changed and in what way, so we can measure the effectiveness of the Project and better understand how we should improve it.

DETAILED PROJECT DESCRIPTION



DADUS Project

DADUS Project was entirely developed by CNPD – the Portuguese Data Protection Authority, to include into school curricula the subject of data protection and privacy. It was launched in 2008 on the European Data Protection Day.

This Project is addressed to children and young people from 10 up to 15 years old, targeting pupils from the 5th-9th school degree.

It is a long-term Project, nationwide, formally supported by a protocol signed with the Ministry of Education and by two similar protocols signed with the Governments of the Autonomic Regions of Azores and Madeira.

However, the agreement undertaken with the government authorities comprises all school levels (1st -12th). That means to have different approaches for different group ages, what would imply a huge effort at the same time, considering the structural model of the project. The DPA intends to go step-by-step and decided to firstly start with this group age, and then move forward to others.

The main goals of DADUS Project are to raise awareness among youngsters on their data protection and privacy rights; to provide information and guidance on how make a correct use of ICT, protecting themselves; to promote reflection and debate on cyberethics and cybersafety; to contribute for them making mindful choices and, therefore, become better citizens.

The Project was conceived to be implemented into schools, as a privileged learning environment, so that data protection and privacy be introduced in the curricula as any other school subject and may become part of the education process.



DADUS Figure

It was created an anthropomorphic figure to give a face to the Project. DADUS is a teenager boy, who loves music and carries his mp3 everywhere, shares the same school experiences, uses and abuses of ICT, makes mistakes as well... but he is clever and learns from them. DADUS is cool and easy to identify with, so he plays a mediator role in the relation with the pupils. His name is phonetically similar in Portuguese to the word “data”.

DADUS lives with his family, the parents, a sister, a grandmother and a friendly dog, what allows exploring multiple daily life situations, and supporting several materials of the Project.



Project Implementation

The project was designed to be quite flexible, in order to allow multiple forms of participation by schools. There are some specific subjects where **DADUS** can be easily inserted, such as Civil Education, ICT, and Project Area. However, there are also some working suggestions for multidisciplinary activities.

To make teachers interested in joining DADUS Project, and having in mind that there are many ongoing projects in schools, it was necessary to provide teachers full assistance and try to make their work as straightforward as possible.

Therefore, it was built up a basic data protection program to be worked in the classroom, so teachers would be able to transmit the contents to the pupils, the same way they do with any other subject.

This data protection manual/guide is outlined in thematic units with similar structure, that includes:

Sumário# 1

A **Summary** that contains the items to explore about the theme and suggestions of activities to carry out with the pupils, according to their age.

Ficha de Apoio# 3

An **Information Sheet** that develops thoroughly the contents of that unit, allowing teachers with different levels of knowledge to fully understand the issues before transmitting them to the pupils. This information may be supported with additional materials.

Backup# 4

A **Backup** for pupils, which is a resume paper of the issues approached. This text is written in a very appealing language and contains lots of tips in DADUS own words.

There are also additional supporting materials to be used in different kinds of activity, such as texts, practical exercises, videos, puzzles, etc.

All these materials are available in the Project website (<http://dadus.cnpd.pt>), in a sign up area for teachers, where they can download and print them. The Project hands over a ring binder to archive the materials in hard copy.

The public area of the website contains news, images, general information, contests, legislation and a specific area for parents, where they can find information to follow the activity of their children, practical advice and a discussion forum for sharing experiences, exchanging points of view and spreading parents' associations initiatives.

The Project has also created DADUS Blog (<http://dadus.blogs.sapo.pt>), for the pupils direct participation, either at school or at home, where they can engage in discussions raised by DADUS in his posts, publish their school works and find interactive games, cartoons, tips and other funny materials for an entertainment way of learning data protection.

The Project' work is based on these two digital platforms that support the school activity.

There is also a dedicated e-mail for direct contact with the Project (projectodadus@cnpd.pt), mostly used by schools but also by parents.

When starting DADUS Project, in 2008, there were several regional meetings all over the country to present the Project directly to schools and to explain how it works. At the same time, it was distributed thousands of posters and ring binders for teachers.

Whenever there is need for more posters or ring binders, the teachers just have to request by e-mail and the materials are sent to the school by post mail.

It was also produced other Project labelled materials, such as bookmarks, mouse pads, pens, t-shirts, stickers, pins and some USB pens for “special occasions”.



“My data are personal”

Project Development

DADUS Project is continuously evolving and new materials are being uploaded in the website, as well as new interactive games developed for the Blog. The Project clearly invests in multimedia materials, as a way to reach youngsters more easily.

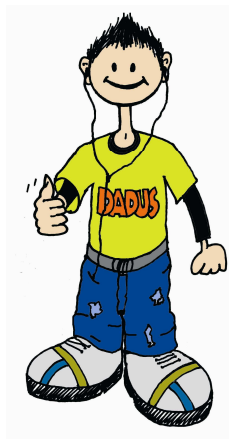
To keep up with that demand, the Project signed a protocol with the Superior School of Cinema for the production of videos on privacy, made by its students. A similar plan is being discussed with the Engineering Faculty to develop interactive games.

To promote pupils' participation, there are new contests every school year. In 2008/2009, the Project organised three contests: rap lyrics, short videos, posters. The input was great and the prizes were delivered directly in the schools. In the year 2009/2010, it was launched the contest “A Slogan for Privacy”, that is still ongoing.

The dynamism of schools, within the Project, is quite impressive and is shown through very interesting activities carried out by the pupils: the creation of groups' blogs to discuss privacy and data protection, the elaboration of school leaflets, the preparation of lessons by older pupils to raise awareness amongst the younger ones, the choice of data protection as topic for thematic weeks at school and so forth.

Another component of DADUS Project is giving presentations in schools sessions for pupils, teachers or parents.

The Project is also present in the social networks, in order to reach more people. Since the end of January 2010, DADUS Project is present in Facebook and has already gathered lots of fans. This aims at targeting in particular teachers, parents, journalists, organisations. Besides the news concerning the Project, the page in Facebook is a space of reflexion for privacy issues.



The Future

DADUS is a lively and opened Project that wants to keep improving. Apart from mechanisms of assessment to measure its effectiveness, DADUS welcomes any ideas and suggestions that might contribute to its progression.

In its second year of implementation, it is quite important to consolidate the Project in order to achieve its structural aims. The Data Protection Authority is now considering the possibility of also including in teachers' updates learning, in particular in what regards ICT, specific data protection matters. This would surely make teachers more comfortable when approaching these issues, allowing them to make a better execution of the Project.

In a near future, DADUS Project will be extended to primary schools, responding to the challenge made by the Ministry of Education, enlarging its implementation to the group age of 6-10 years old. This means to start having data protection lessons from the 1st year in school.

At European level, there are also plans to develop joint programs with other data protection authorities, so we can all share our materials, experiences and best practices and put our efforts together in bringing to new generations the tools they need to make the digital environment a safer place.



DADUS



1. Country

SLOVAKIA

2. Title of the project

ZODPOVEDNE.SK (PREVENTION OF CHILD VICTIMIZATION IN CYBERSPACE THROUGH AWARENESS RAISING CAMPAIGN IN FAMILIES, SCHOOLS AND MEDIA)

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

Organiser: eSlovensko, o. z. (NGO)

Partners:

Slovak Committee for UNICEF – eSlovensko and UNICEF operate free helpline which provides consultation about responsible use of online technologies for the general public, advises victims of cyberbullying via phone, online chat and e-mail; lecturing activities
Ministry of Interior of the Slovak Republic – participation on joint events such as Police Day, Safer Internet Day, PR support, professional counselling on relevant Slovak legislation
T-Mobile Slovensko, s.r.o. – professional counselling on mobile communication, PR support
SK-NIC, s.r.o. – facilitation of communication with ISPs, PR support

4. The head of the project and the contact person (name of the person and contact)

General Manager: Ing. Miroslav Drobný, miroslav.drobny@eslovensko.sk, +421 948 201 015

Contact Person: Mgr. Marcela Alzin, marcela.alzin@eslovensko.sk, +421 948 201 009

5. Web site (Where can we find the project or information about it?)

5 project websites:

www.zodpovedne.sk (main project site)

www.pomoc.sk (Helpline)

www.stopline.sk (centre for reporting illegal content online)

www.ovce.sk (website dedicated to animated stories OVCE.sk, 2009)

www.cookie.sk (website dedicated to TV show Cookie.sk, 2008)

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

The project is completely prepared by eSlovensko staff, i. e. up to 5 persons. However, the Helpline service is being operated by a UNICEF, development of the animated stories has been outsourced.

7. Budget of the project (approximate amount, in €)

502 000 EUR

8. Funding (From whom? Any donations or grants? Not funded?)

Safer Internet Programme, European Commission

Membership and voluntary contributions, gifts, project grants, donations from state and autonomy bodies, sponsors' contributions, property yields, and Civic Association's income received from workshop and training charges, income from consultancy services and professional advice, share from paid income tax.

9. Language versions (Is there an English version?)

Slovak, Hungarian, Roma (dubbing)

Sign language

English subtitles

10. What is the focus/theme of the project?

Awareness raising about personal data protection, responsible use of online technologies primarily by youngsters, prevention of harmful conduct (cyber-bullying, grooming...) on the Internet; informing parents and teachers about the potential risks children might face in the virtual environment.

11. What are the main reasons and goals of the project?

Children use the Internet and mobile phones on daily basis but they are not aware of their hazards. The objectives of our project are on one hand to encourage parents and teachers to be more concerned about the activities of children in the Internet, i.e. what information do they provide about themselves, ways they can be victimized in the virtual environment (molestation, cyber-bullying, etc.), who they interact with online. On the other hand, the other goal of the project is to teach young people how to use online technologies responsibly which is also the keyword of our campaign. Further, we operate in cooperation with UNICEF 24/7 helpline Pomoc.sk for the public where people can anonymously ask for help in case they were victimized online or parents can find out how they can protect their children in the virtual environment.

12. Target group (*children – age group / parents / teachers*)

Preschoolers from 5 years of age (very first contact with online technologies)
Schoolchildren, teenagers (familiar with online technologies)
Adults (teachers, parents)

13. How do you contact your target group?

Preschoolers – via animated stories OVCE.sk
Schoolchildren, teenagers – classes on responsible use of online technologies at schools by our trainers (policemen-preventists, IT staff in municipalities, project team); project websites; events (Safer Internet Day, competition Cookie.sk...); video spots; prevention texts in workbooks used in schools (Privacy, Mobiles, Cyber-Bullying, Addictions)
Adults – free seminars for parents about risks that children face online; trainings for teachers; entries in print/audiovisual media; free resources available on project website

14. Have you launched an information campaign for your project? (*Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?*)

Articles in both national and regional magazines and newspapers, entries in radio and on TV, banners on partner websites (incl. on popular chat portal), YouTube channel.

15. Timing of the project (*When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?*)

Zodpovedne.sk was launched in August 2007 within the framework of EC Safer Internet Programme which is operated in most EC countries. It is a continuous project operating in two year cycles.

16. What does the project contain? (*brochure / leaflet / web site / competition / exhibition /...*)

The project was implemented via various sources:

- 47 trainings for teachers, parents, policemen-preventists, IT-specialists from municipalities
- 600 000 copies of textbooks/workbooks for schoolchildren printed with prevention texts
- 21 quizzes (150 multiple choice questions in total), 5 crosswords available on www.zodpovedne.sk
- 18 documents, incl. 3 in Roma language (Internet Glossary, Prevention – specialized publication (106 pages), leaflets, posters, brochure for teachers how to use www.zodpovedne.sk ...)

- 2 video spots (Where is Miro?, Cyberbullying) broadcasted on the national TV
- TV show Cookie.sk – 9 parts, broadcasted on the national TV 5 times
- Competition for children Cookie.sk
- 4 animated prevention stories Ovce.sk aired on the national TV, beside the main version in Slovak language, versions in languages of the national minorities (Hungarian and Roma) are available, plus sign language version and version with English subtitles
- 24/7 free helpline Pomoc.sk for reporting illegal content on the Internet
- 5 project websites: www.zodpovedne.sk, www.pomoc.sk, www.stopline.sk, www.ovce.sk, www.cookie.sk

17. What makes it special? Why is it successful? What features make it an example of good practice?

Being well aware of the fact that children from very early age are becoming frequent users of online technologies and are often technically more skilled in using them than their parents we focused on both of them as target groups. Despite their technical skills, the young people are hardly aware of the risks of the virtual world and so are their parents and teachers. Our differentiated approach towards both target groups makes the project successful because we are addressing each of them in a way that is appropriate for their age and level of understanding the virtual environment. Obviously, children and teenagers are rather difficult to address but the series of animated stories OVCE.sk did the job in a very efficient way. Since the main characters that make mistakes are animals, this metaphor enabled us to portray examples of irresponsible conduct of youths online in a more explicit, yet amusing way than with human characters. The animated stories proved to be most universal tool of our awareness raising campaign, the feedback from the public shows that not only it raised a spontaneous interest amongst youths, but we receive many positive reactions from schools and parents who use the animated stories in their work with children. Our organization foresees to issue further stories in 2010.

18. Copyright; is it possible to share it?

Yes.

19. Have you already shared it with another national DPA? Which one/s?

—

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

We measure the performance of the project via statistics of attendees on our trainings, number of telephone calls on Free Helpline, visits on project website www.zodpovedne.sk and the amount of downloads of documents which are available on our website.

Our project has been evaluated by the European Commission – the latest evaluation comes from 12 September 2008 and it is the Intermediate Review. The project progress is being permanently monitored and evaluated by project Advisory Board whose members are representatives of stakeholders of the project (Police, governmental bodies, UNICEF, municipalities, research institutes, private companies from internet industry). The Advisory Board meets four times a year and the project team reports to it about the performance from the past quarters.

DETAILED PROJECT DESCRIPTION

Our organization launched a **research** in cooperation with the Slovak Research Institute of Child Psychology and Patopsychology that examined vulnerability of children in respect to modern technologies. The research showed that cyberbullying, providing of personal data, addictions and interfering with strangers in the Internet represent serious threats to children. In order to combat this eSlovensko set not only children as target group but also teachers and parents. Obviously, each group needed to be addressed in a different way, thus our **organization developed several tools to reach the goal to teach children how to use the Internet and mobiles responsibly and protect their privacy.**

With strong links to 50 municipalities across Slovakia and good relations with law enforcement bodies, we trained informaticians from municipalities and 84 policemen-preventists to deliver trainings to elementary school teachers about threats that Internet and mobiles pose on children's privacy. We also organized similar trainings for parents free of charge. eSlovensko further prepared publication "Prevention - Protect Your Children in Cyberspace" which serves teachers, parents, policemen-preventists as a guide for identifying harmful conduct of children. Additionally, we prepared a **Glossary of Internet terms.**

A lot of attention was paid to children and we adopted a differentiated approach towards young children and teenagers according to their understanding of the virtual environment. We prepared short prevention texts which were printed in **workbooks and textbooks that pupils use at elementary schools (600 000 copies).** These texts featured do's and don'ts for children that they should follow to avoid risks in online environment, the topics covered include Privacy/Data Protection, Cyber-Bullying, Mobiles, Internet Addiction. As support for this, we produced a series of posters, information sheets and quizzes which have been distributed in schools and can be found on project website Zodpovedne.sk.

Teenagers were targeted via TV show Cookie.sk (9 episodes, 15 min. each) which was broadcasted on the national TV and can still be viewed on YouTube. The show featured young people who talked about threats in the virtual environment and also shared their positive experience in using it and how they protect themselves. The show was accompanied by a competition bearing the same name, we received 231 entries by 361 students and the results were announced on a public ceremony on the occasion of Safer Internet Day. eSlovensko also produced 2 TV spots "Where is Miro?" and "Cyber-bullying" which were aired on the national TV and encouraged parents' interest in what their children do in the Internet.

It is primarily young children using the Internet for the very first time who are targeted via animated stories Ovce.sk („sheep“ in Slovak). The initial set of four stories was introduced to the public in October 2009 and is broadcasted on the national TV and is also available for viewing on **website Ovce.sk** which includes many other resources for children, including knowledge tests, games, screensavers etc. As the title of the series suggests, the stories are set in a sheep cot and the main characters are little sheep, the wise shepherd, his helper, bad wolf and a hunter. They combine patterns of Slovak cultural heritage with sensitive up-to-day topics like misuse of personal information or photographs, grooming, pedophilia, racism, which are dealt with in an amusing, yet educational way. The characters featured in the stories are being used in the campaign (prevention texts in text-/workbooks, colouring books, key rings, cartoons etc.). The videos have been produced in Slovak, Hungarian and Roma language, sign language and with English subtitles.

Additionally, for the general public eSlovensko operates free helpline Pomoc.sk where people can anonymously ask for help if they encountered any form of online victimization or ask how they can protect their children in the virtual world. Since its launch in February 2008 the helpline operators served over 20 000 calls.

1. Country

SLOVENIA

2. Title of the project

SAFER INTERNET PROGRAMME IN SLOVENIA (SAFE.SI)

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

Organizers of the project are Faculty of Social Sciences, Academic and Research Network of Slovenia (ARNES) and Slovene Consumer Organisation.

Information Commissioner cooperates – participates in the Council of the project.

4. The head of the project and the contact person (name of the person and contact)

prof. dr. Vasja Vehovar, project leader, University of Ljubljana, Faculty of Social Sciences
e-mail address: vasja.vehovar@guest.arnes.si

5. Web site (Where can we find the project or information about it?)

<http://english.safe.si>

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

IC participates only in the Council of the project (3 people form the IC usually participate in meetings and activities of the council).

7. Budget of the project (approximate amount, in €)

We don't have the information.

8. Funding (From whom? Any donations or grants? Not funded?)

European Commission - Directorate General for Informatics and the Ministry of Higher Education, Science and Technology of the Republic of Slovenia

9. Language versions (Is there an English version?)

Slovenian, English

10. What is the focus/theme of the project?

Promoting safer internet, and education

11. What are the main reasons and goals of the project?

To establish a Slovenian national awareness node that will promote and support awareness aimed at the protection and education of children and teenagers using Internet and new online technologies.

12. Target group (children – age group / parents / teachers)

Both children (and teenagers) and adults (also teachers)

13. How do you contact your target group?

- Special campaigns targeting young people (posters, appearance in the media)
- Workshops/seminars for parents/teachers
- Safer internet day event (round tables, materials distributed on the streets of the capitol, stalls on the streets)

14. Have you launched an information campaign for your project? *(Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)*

- SAFE-SI has detected at least 31 radio appearances and 24 TV appearances in the period from March 07 to February 08.
- About 40 articles were published in all relevant printed newspapers and magazines.

15. Timing of the project *(When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?)*

The project started in March 2005 and is still running.

16. What does the project contain? *(brochure / leaflet / web site / competition / exhibition /...)*

Promotional materials (brochures for adults, posters and leaflets for children and teenagers), web site, seminars for teachers, media events.

17. What makes it special? Why is it successful? What features make it an example of good practice?

- Cooperation of public bodies, the industry and NGOs
- Good communication with the media
- Wide distribution paths to reach target groups

18. Copyright; is it possible to share it?

We don't have information on copyright.

19. Have you already shared it with another national DPA? Which one/s?

We have not shared it with other DPAs as the information is only available in Slovene language.

20. Have you conducted a survey concerning the effects of your campaign? *(Or have you monitored the level of knowledge of the personal data protection before running your project?)*

Measuring and monitoring is in the domain of the organizers of the project.

DETAILED PROJECT DESCRIPTION

Annual report 2007/2008 in English with all relevant information:

<http://www.safe.si/uploadi/editor/1211887611annual%20report%2007-08-koncna.pdf>

An extract of most important facts from the report (examples of visual material may be found in the report)

SAFE-SI promotes the protection and education of children and teenagers using the Internet and new online technologies **through a carefully designed awareness-raising campaign**. The project is oriented towards informing the following target groups: teachers, parents, children and teenagers as regards the benefits and hazards of ICT use. SAFE-SI continues implementing an information campaign, focusing on even more direct involvement of parents and youngsters. It provides information materials about safer use of the Internet, organises events in close cooperation with non-partners and works closely with Slovenian hotline SPLETNO OKO.

AWARENESS RAISING ACTIVITIES

1. SAFE-SI special campaigns targeting young people

In April 2007 Slovenian Awareness Node designed two posters warning youngsters about the consequences of imprudent publishing of different personal materials on the Internet and also encouraging them to stop mobile bullying. This campaign was primarily designed for secondary school pupils, so the posters were mostly present in school facilities.

– LET'S STOP MOBILE BULLYING

The choice of this particular message for this particular age group was a direct result of current events in Slovenia. The media were giving great exposure to the problem of mobile bullying that was happening in one of the schools at the beginning of the year 2007.

Awareness node SAFE-SI in cooperation with sponsors responded with its "STOP MOBILE BULLYING" message which promotes the ethical use of internet and mobile phones. This campaign gained a lot of media attention in spring 2007.

– THINK BEFORE YOU POST ON-LINE

SAFE-SI closely cooperates with Information Commissioner in its efforts to raise awareness as regards the protection of personal data online. A poster dealing with this topic that was developed within the SAFE-SI Node is also included on the website of the Information Commissioner. Furthermore, SAFE-SI has been actively participating in the campaign launched in January 2008 by the Information Commissioner »Only you decide« stressing the importance of responsible publishing of personal data on the internet and raising general awareness of one's rights in terms of personal data protection.

2. Workshops/seminars for target groups

– TRAININGS FOR TEACHERS

In September 2007, very successful trainings for the Mentors of children's parliaments (mainly teachers from primary and secondary schools) in cooperation with the Slovenian Association of Friends of Youth (largest youth organisation in Slovenia) were organised. 4 training sessions in 4 different towns around Slovenia were conducted in the fourth week of September. Since this year's parliament theme was "Fun and Spare Time of Young People" SAFE-SI decided to provide mentors with basic knowledge and information relating to the aspects of fun and safe Internet usage. In total, more than 160 participants attended these training sessions.

– WORKSHOPS FOR CHILDREN

Slovenian Awareness Node SAFE-SI also in cooperation with Slovenian Association of Friends of Youth organized a set of workshops for children, youngsters and their parents as regards Children's Week event dealing with the topic of Fun and Spare Time. Since Internet presents big part of fun and spare time activities for Slovenian children and teenagers, awareness node SAFE-SI prepared a workshop that covers this topic. The main objective of the workshop was to encourage the dialog about Internet use between children and their parents. Such workshops stimulate the safe use of the Internet at home. During the process of the workshop children and parents exchange the knowledge and understanding of the role the Internet in their family life. The estimate duration of the workshop is 2 hours.

Workshops took place in several towns around Slovenia:

– SEMINARS FOR PARENTS

To help parents meet the challenge of educating children about the Internet SAFE-SI has developed a practical interactive seminar. The main aim of such trainings is to provide parents with basic knowledge on how to protect their children against potential harmful online content. It is important to educate parents since they have a crucial role in shaping a healthy and also to some degree critical attitude of their children towards modern technology.

3. Awareness tools

– SAFE-SI WEBSITE

The website provides specific information as regards safer use of the Internet and mobile phones for selected target groups: parents, teachers, children and teenagers. Visitors can also access the Slovenian hotline "SPLETNO OKO". The website enables the visitors to download online versions of promotional and educational products developed by SAFE-SI and to participate in different games, tests and quizzes.

– PROMOTIONAL AND EDUCATIONAL PRODUCTS

The goal is to provide project target groups: young people, parents and teachers with a wide range of relevant information on the Internet and mobile safety according to their preferences and needs. Project members carefully designed useful and attractive educational and promotional materials for youngsters as well as parents and teachers.

Posters and postcards on addiction with ICT technologies

The main topic of this year national campaign on Safer Internet Day 2008 was addiction of youngsters with modern communication technologies. The following message is delivered through these materials: "Don't neglect off-line contacts with those you care about."

SAFE-SI brochure for parents – updated version

The main purpose of the brochure "What you ought to know about Internet but you dare not ask your children" is to help parents understand the issues and provide them with necessary knowledge on how to deal with safety concerns and to empower them to be able to support young people who intensively use the Internet. In total, almost 10.000 copies of this updated version of the brochure have been already distributed. It can be considered as one of the key and best-known products created within SAFE-SI. For the purposes of awareness raising as regards addiction of youngsters with modern communication technologies SAFE-SI developed leaflets for parents who are often concerned that their children spend too much time online. It is namely important to provide parents with all information and tools that can help them to respond effectively if such problems occur. For the promotion purposes various banners were developed that were included in relevant promotional materials developed, such as brochures, leaflets and posters. Furthermore, the banners were also placed on different Slovenian websites and magazines helping increase the visibility of the project.

5. Safer Internet Day 2008

The fifth annual edition of Safer Internet Day took part on 12th February 2008. It has surpassed all records, with 55 countries taking part across the world from New Zealand to Costa Rica and Taiwan to Greenland. Slovenian Node SAFE-SI actively participated in celebrations of SID. The high level of involvement by industrial stakeholders as well as governmental bodies - the Ministry of Higher Education Science and Technology, Human Rights Ombudsman and Information Commissioner - in national activities is a clear sign of the importance of this topic in Slovenian society.

– CONFERENCE "PROTECT YOUR CHILDREN AGAINST THE PLOTS OF WEB"

SAFE-SI organized in cooperation with Microsoft Slovenia and hotline Spletno oko a conference »Protect your children against the plots of web«. The Minister of Higher Education Science and Technology held an opening speech at this conference. Part of the conference was also round table »On-line safety of children«, where different prominent guests and stakeholders shared their experiences and views on the topic. The main objective of the round table was to highlight the problem of possible threats of the Internet for our children, present the possibilities of dealing with problems on the Internet and open ground for public discussion.

– **CAMPAIGN ON ADDICTION OF YOUNGSTERS WITH MODERN ICT TECHNOLOGIES**

The main topic of this year campaign was addiction of youngsters with modern communication technologies. Therefore, posters and postcards for youngsters and leaflets for parents on the topic of Internet addiction, addiction with videogames and addiction with mobile phones were created and delivered to all Slovenian primary and high schools for further distribution among children and parents.

– **OTHER ACTIVITIES**

The project materials were distributed in the main street of the Slovenian capitol Ljubljana. At the stall youngsters were given the chance to take a test and see whether they are addicted to mobile phones or internet or video/online games, there was also a prize winning contest: those who have written an advice how to prevent ICT addictions entered the contest (the advices were then published on Safe-si web site) and additionally those who made a statement in front of the camera about their use of ICT received a reward (the clips are also available on our web site).

The new SAFE-SI materials about ICT addictions were distributed to youngsters also in cinemas and shopping centres (along with the Family toolkit). Moreover, the topic of young people's addiction to modern communication technologies was in the spotlight of media attention during the whole month. Several articles focusing on the addiction to ICT were published in the written media reaching young people as well as parents and broader audience. A special 45- minute long TV show focusing on this topic and targeting teenagers up to 18 was broadcasted on the national television on 28th February 2008. SAFE-SI was also invited to participate and to contribute to the debate.

1. Country

SLOVENIA

2. Title of the project

LECTURES AT SCHOOLS

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

Information Commissioner

4. The head of the project and the contact person (name of the person and contact)

The Information Commissioner Nataša Pirc Musar
Deputy of the Information Commissioner Andrej Tomšič

5. Web site (Where can we find the project or information about it?)

There is no special place including just the information on the lectures, as this is not a self standing project but rather an extra awareness raising activity of the Information Commissioner's Office. However, useful materials for parents and teachers may be found on IC's website:

http://www.ip-rs.si/fileadmin/user_upload/Pdf/razno/Mladi_in_varstvo_osebnih_podatkov_na_spletu_-_nasveti_IP_maj2009.pdf

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

The lectures are prepared by the ICO; about 3 people from the ICO give lecture at schools.

7. Budget of the project (approximate amount, in €)

No extra budget.

8. Funding (From whom? Any donations or grants? Not funded?)

No extra funding.

9. Language versions (Is there an English version?)

Slovenian only.

10. What is the focus/theme of the project?

Primarily the safe use of the internet and data protection in the context of new communication technologies (social networking sites, forums, chat rooms, rating sites etc.)

11. What are the main reasons and goals of the project?

- To establish and support awareness aimed at the protection of children and teenagers using Internet and new online technologies.
- To increase children's understanding of communication on the internet.
- To teach adults to know the dangers on the internet. How to use it safely and responsibly.

12. Target group (children – age group / parents / teachers)

1. school children
2. teachers/parents

13. How do you contact your target group?

Usually schools contact us with a request for a lecture.

14. Have you launched an information campaign for your project? (Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)

No.

15. Timing of the project (When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?)

Lectures are held on different occasions (usually a few per year), mostly when schools or SAFE.SI contact us with a request.

16. What does the project contain? (brochure / leaflet / web site / competition / exhibition /...)

Lectures at schools, presentations for parents and teachers, brochures given to parents/teachers and children

17. What makes it special? Why is it successful? What features make it an example of good practice?

- The presentations are up to date with examples of Facebook, Netlog, popular rating sites, etc., which present the biggest problems among youngsters today.
- The collaboration between the ICO and schools makes it easier to reach the parents and the children.

18. Copyright; is it possible to share it?

Most of the material (except from the lecture presentations) is freely available on the ICO website.

19. Have you already shared it with another national DPA? Which one/s?

No, as the materials are only prepared in Slovene language.

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

No.

DETAILED PROJECT DESCRIPTION

The Information Commissioner has often been invited by schools or SAFE.SI to give lectures at schools, mostly on safe use of the internet and data protection in the context of new communication technologies, such as social networking sites, forums, chat rooms, rating sites, etc. Two different presentations have been made on these topics, however only available in Slovene language.

1. **The first presentation is aimed at school children**, to increase their understanding of communication on the internet and topics such as hate speech, data protection on the internet, safer use of social networking sites etc. The presentation is not available on the website, but contains examples of hate speech on social networking sites, examples of other dangers on the internet (phishing sites, etc.) and advices on how to use internet communications safely and responsibly.
2. **The second presentation and accompanying text is aimed at teachers and presents** and presents the popular communication tools on the internet (social networking sites, rating sites, online dating, etc.) and the threats they pose to privacy and data protection. The goal is to teach adults to know the dangers on the internet and for them to teach their children how to use communication technologies safely and responsibly. The presentation is also not available on the website, however the text accompanying the presentation for parents and teachers may be found on this link (available only in Slovene language):

http://www.ip-rs.si/fileadmin/user_upload/Pdf/razno/Mladi_in_varstvo_osebnih_podatkov_na_spletu_-_nasveti_IP_maj2009.pdf.

1. Country

SLOVENIA

2. Title of the project

DATA PROTECTION DAY AND "ONLY YOU DECIDE" (SAMO TI ODLOČAŠ) BROCHURE

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

The Information Commissioner

4. The head of the project and the contact person (name of the person and contact)

The Information Commissioner Nataša Pirc Musar

5. Web site (Where can we find the project or information about it?)

http://www.ip-rs.si/fileadmin/user_upload/Pdf/brosure/Brosura_koncna_otroci_CMYK.pdf

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

The project was prepared in collaboration with Slovenian safer internet awareness node (www.safe.si).

7. Budget of the project (approximate amount, in €)

12 000 EUR for brochures (co-funded by the President of the Republic of Slovenia), app. 2000 EUR for the Data Protection Day event.

8. Funding (From whom? Any donations or grants? Not funded?)

Information Commissioner, brochures co-funded by the President of the Republic of Slovenia.

9. Language versions (Is there an English version?)

Slovenian only.

10. What is the focus/theme of the project?

Safe use of modern communication technologies and data protection among young users, data protection in schools.

11. What are the main reasons and goals of the project?

1. To raise awareness among teachers and parents as to the youngsters' rights to privacy and data protection in school environment.
2. To raise awareness as regards personal data protection on the internet amongst children and youth. Importance of responsible publishing of personal data online, raising general awareness of one's rights in terms of personal data protection.

12. Target group (children – age group / parents / teachers)

1. teachers and parents (round table in school)
2. children and youth, teachers and parents (brochure)

13. How do you contact your target group?

Media coverage of the event, invitations to the round table for teachers and parents, brochures for all the target groups.

14. Have you launched an information campaign for your project? (Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)

No advertising in the media, only media coverage (TV, radio).

15. Timing of the project (When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?)

One time event. Each year the Data Protection Day is devoted to a different topic.

16. What does the project contain? (brochure / leaflet / web site / competition / exhibition /...)

A round table debate at school, brochure for parents/teachers and for children/youngsters, printed + available at the website

17. What makes it special? Why is it successful? What features make it an example of good practice?

- The event joined experts from different areas to comment on data protection and youngsters.
- It opened a wider debate on current issues such as cyber bullying.
- Media coverage of the event was on a high level.

18. Copyright; is it possible to share it?

The material is freely available on the ICO website.

19. Have you already shared it with another national DPA? Which one/s?

No.

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

No.

DETAILED PROJECT DESCRIPTION

On the basis of complaints and inspection supervisions conducted at schools and the fast uptake of information communication technologies among youngsters the Commissioner decided to dedicate the Data Protection Day 2008 to children and youngsters and data protection.

On Data Protection Day (January 2008) the Information Commissioner organised a **round table event** in one of the schools in Slovenia. The round table addressed the issues of data protection on the internet and served as its formal launch of a special brochure for youngsters "**Only you decide**". As an introduction three videos on cyber bullying were shown. The participants of the round table included experts on information technologies and internet communication and a high school teacher. The round table was moderated by the Commissioner. The main topics for the debate were:

1. sharing personal data on the internet and the dangers of sharing and abuse,
2. cyber bullying,
3. the role of parents and teachers,
4. data protection in schools,
5. data protection rights and obligations that teachers and children are not aware of.

Information Commissioner also presented the **best practice awards** for legal persons that have proven to adhere to high standards of personal data protection. One award was given to public and the other to best practice example from private sector.

Information Commissioner also launched an initiative to raise awareness as regards personal data protection on the internet amongst children and youth. A **brochure** entitled "**Only you decide**" was designed, available on the Commissioner's and other related websites, printed in hardcopy in 110.000 copies and distributed to children and youngsters. The brochure addresses youngsters on one side and parents & teachers on the other, foremost stressing the importance of responsible publishing of personal data on the internet and raising general awareness of one's rights in terms of personal data protection. In reaching as wide an audience as possible we have been closely collaborating with Slovenian safer internet awareness node.

1. Country

SLOVENIA

2. Title of the project

“ONLY FOR YOUTH” PART OF THE IC WEBSITE

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

The Information Commissioner

4. The head of the project and the contact person (name of the person and contact)

Head of the project – Information Commissioner Nataša Pirc Musar

Contact person – Deputy of the Information Commissioner Andrej Tomšič

5. Web site (Where can we find the project or information about it?)

<http://www.ip-rs.si/varstvo-osebni-podatkov/informacijske-tehnologije-in-osebni-podatki/varstvo-osebni-podatkov-na-internetu-samo-za-mlade/>

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

The website was established and is managed by the ICO.

7. Budget of the project (approximate amount, in €)

- Monthly cost of website management app. 100 EUR;
- Content Management System in house, so no additional budget is needed for content management.

8. Funding (From whom? Any donations or grants? Not funded?)

The Information Commissioner

9. Language versions (Is there an English version?)

Slovenian mostly, the ICO website is also available in English, however only some materials for youngsters are translated into English

10. What is the focus/theme of the project?

Raising awareness among youngsters

11. What are the main reasons and goals of the project?

To provide valuable information about data protection and modern communication technologies, hate speech, cyber bullying, etc. to youngsters.

12. Target group (children – age group / parents / teachers)

Youngsters only

13. How do you contact your target group?

- We promote our website on our events and in the promotional/educational materials.
- Our website is also promoted by other organizations who work with youngsters and children (SAFE.SI...).

14. Have you launched an information campaign for your project? *(Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)*

No.

15. Timing of the project *(When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?)*

The website was renewed in 2008 and we are trying very hard to constantly refresh and update the contents.

16. What does the project contain? *(brochure / leaflet / web site / competition / exhibition /...)*

A website, where videos, brochures and other materials are published.

17. What makes it special? Why is it successful? What features make it an example of good practice?

- It is very up to date regarding the use and abuse of modern information and communication technologies.
- User friendly.
- The material for youngsters is designed in accessible language and form.

Information Commissioner received the **Netko 2008 award for best business and administrative web page** in the category “The introduction of state and public administration institutions”. The jury’s explanation was that the website is a well-perfected and up-to-date website, characteristic for being very open to the public and user friendly. The jury also drew attention to web communication of the public administration and marked the Commissioner’s website as official but human.

18. Copyright; is it possible to share it?

All the materials published on the website are freely available.

19. Have you already shared it with another national DPA? Which one/s?

N/A

20. Have you conducted a survey concerning the effects of your campaign? *(Or have you monitored the level of knowledge of the personal data protection before running your project?)*

No.

DETAILED PROJECT DESCRIPTION

A part of the Commissioner's website is devoted only to youngsters (<http://www.ip-rs.si/varstvo-osebni-podatkov/informacijske-tehnologije-in-osebni-podatki/varstvo-osebni-podatkov-na-internetu-samo-za-mlade/>) where they can find valuable information about data protection and modern communication technologies, hate speech, cyber bullying, etc. Most of the material is, again, available only in Slovene, however the website includes some links to material in English language, to publications from other Commissioners, multimedia material from other websites (<http://www.ip-rs.si/index.php?id=479>). The brochure Only you decide is also available on the website.

In relation to young people and especially safe use of modern communication technologies the Commissioner also published different guidelines, available on the website:

1. **Guidelines for data protection in schools** (available in Slovene at: http://www.ip-rs.si/fileadmin/user_upload/Pdf/smernice/Solstvo_smernice.pdf);
2. **Guidelines for prevention of cyber bullying** (available in Slovene at: http://www.ip-rs.si/fileadmin/user_upload/Pdf/smernice/Smernice-glede-varstva-pred-spletnim-nadlegovanjem.pdf);
3. **Guidelines for prevention against social engineering** (available in Slovene at: http://www.ip-rs.si/fileadmin/user_upload/Pdf/smernice/socialni-inzeniring-in-kako-se-pred-njim-ubraniti.pdf);
4. **Guidelines for identity theft prevention** (available in Slovene at: http://www.ip-rs.si/fileadmin/user_upload/Pdf/brosure/Smernice_kraja_identitete.pdf).

1. Country

SPAIN

2. Title of the project

“THINK BEFORE YOU POST”

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

Organiser: Madrid DPA.

Cooperation: Department of Education of Region of Madrid, Comisión de Libertades Informáticas (Freedom of Computer Commission – NGO) and a group of data protection experts including university professors, judges, prosecutors, lawyers and consultants.

4. The head of the project and the contact person (name of the person and contact)

Emilio Aced Félez. Deputy Director of Consulting Services of Madrid DPA.

emilio.aced@madrid.org

Fco. Javier Sempere Samaniego. Project Coordinator of Madrid DPA.

francisco.sempere@madrid.org

5. Web site (Where can we find the project or information about it?)

www.apdcm.es

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

Yes, it was prepared completely by the Madrid DPA. The project consisted in an hour session on the Internet Privacy Risks. As materials for the session we used videos prepared by the Norwegian DPA and translated into Spanish by the Madrid DPA, and a presentation. The session was delivered in all the Education Secondary Schools of the Region of Madrid (404 schools). The session was given by employees of Madrid DPA (including the administrative staff), teachers, directors and tutors of the Education Secondary Schools) and 60 experts in privacy (magistrates, lawyers and consultants, including ex-former director of Madrid DPA and Spanish DPA). Also, we gave to the students a privacy manual on Internet produced by the Comisión de Libertades Informáticas (Freedom of Computer Commission – NGO).

7. Budget of the project (approximate amount, in €)

Approximately 3.000 euros: 1.000 euros to translate the Norway DPA videos and 2.000 euros for the printing of the privacy on the Internet handbooks.

8. Funding (From whom? Any donations or grants? Not funded?)

By Madrid DPA budget.

9. Language versions (Is there an English version?)

No, there isn't

10. What is the focus/theme of the project?

Minor's privacy on Internet.

11. What are the main reasons and goals of the project?

The main purposes of this campaign were:

- First, to make known the fundamental right to data protection among the students and explain them the potential hazards they are exposed to. But using a lot of examples of privacy problems on the Internet, not giving them a theory class about the Data Protection Law.
- Second, to make them conscious of the need of carrying out a responsible use of Internet.
- And third, to give them some basic advice so that they can develop secure and correct habits.

12. Target group (*children – age group / parents / teachers*)

80.000 Students of 15-16 years old. Also, one month after the campaign Madrid DPA organised an event addressed to parents. This event was attended by 200 parents.

13. How do you contact your target group?

With the support of the Education Department of the Region of Madrid.

14. Have you launched an information campaign for your project? (*Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?*)

Yes, we launched a press-release. The results of the campaign were published in the main newspaper of Spain, in different website –more than 60- and on TV. Besides, a Spanish TV produced a special program on the campaign.

15. Timing of the project (*When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?*)

The project was connected with the European Data Protection Day (28th January 2008). After the campaign finished the Madrid DPA continues giving sessions in different schools.

16. What does the project contain? (*brochure / leaflet / web site / competition / exhibition /...*)

Norway DPA videos translated to Spanish.

A presentation with examples of privacy problems on the Internet (social networks, security measures advices, p2p, download and upload photos...etc...).

Handbooks of minors' privacy on the Internet.

17. What makes it special? Why is it successful? What features make it an example of good practice?

The campaign was held in 404 Secondary Education Schools realised by 404 speakers and with an attendance of 80.000 students. There was also a huge coverage by the media, including TV and radio stations, digital media and traditional newspapers.

18. Copyright; is it possible to share it?

Yes, it is.

19. Have you already shared it with another national DPA? Which one/s?

The videos produced by our Norwegian colleagues applied to 4th Edition of the annual prize on Best Practices in European Public Services organised by the Madrid DPA obtaining a "Special Mention". Thus, the Madrid DPA knew their existence through the prize and considered them an excellent tool for promoting privacy among youngsters.

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

The Education Department of the Region of Madrid conducted a questionnaire addressed to the students about the campaign and the results are that minor's don't have a conscience of data protection on Internet.

DETAILED PROJECT DESCRIPTION

This campaign consisted in one hour talking of data protection right on Internet. Initially, we were going to do it in 60 Institutes of Secondary Schools, but finally we decided to do it in 404 Institutes, all of them the Region of Madrid.

The campaign was focus to students of 15-16 years old, like we called them "digital babies". Why? Because they are the first generation that has been growing up while the Internet already existed. These digital babies have developed their own ways of using Internet services.

The speakers were,

- 20 workers of Madrid DPA, including the administrative staff. I think this is very important, because the administrative staff don't work with topics relation to privacy, but they wanted to participate.
- 60 experts on data protection like magistrates, lawyers and consultants. Also ex-director of Madrid DPA and ex-director Spanish DPA participated.
- And the rest, teachers, education inspectors, course tutors and school directors

About the material used by the speakers,

First one, a powerpoint presentation developed by Madrid DPA, with a lot of examples of Internet tools and their privacy problems. For example, with the using of the P2P, download and upload photos overcoat when the photos are of other people, using of social network – the most popular in Spain, between students, is Tuenti), telling them security measures like delete the cookies.

Second one, the videos prepared by the Norway DPA about cyberbullying, upload pictures, chatting with strangers.

In both cases, the powerpoint presentation and the videos, also we gave to the speakers a guidelines in order they knew what they could tell.

Also, previously to the 28th January day, we showed the videos to the Education Department of the Region of Madrid to know if they considered them videos adequated.

And finally, notebooks addressed to minors done by a Non Governmental Organization, brochures that all the Spanish DPA's have contributed financially and with commentaries about their text.

For example, this is of the powerpoint presentation, about photos. The photo is modified using the paint program to show the students that it is very easy to modify it without using, for example, the photo shop.



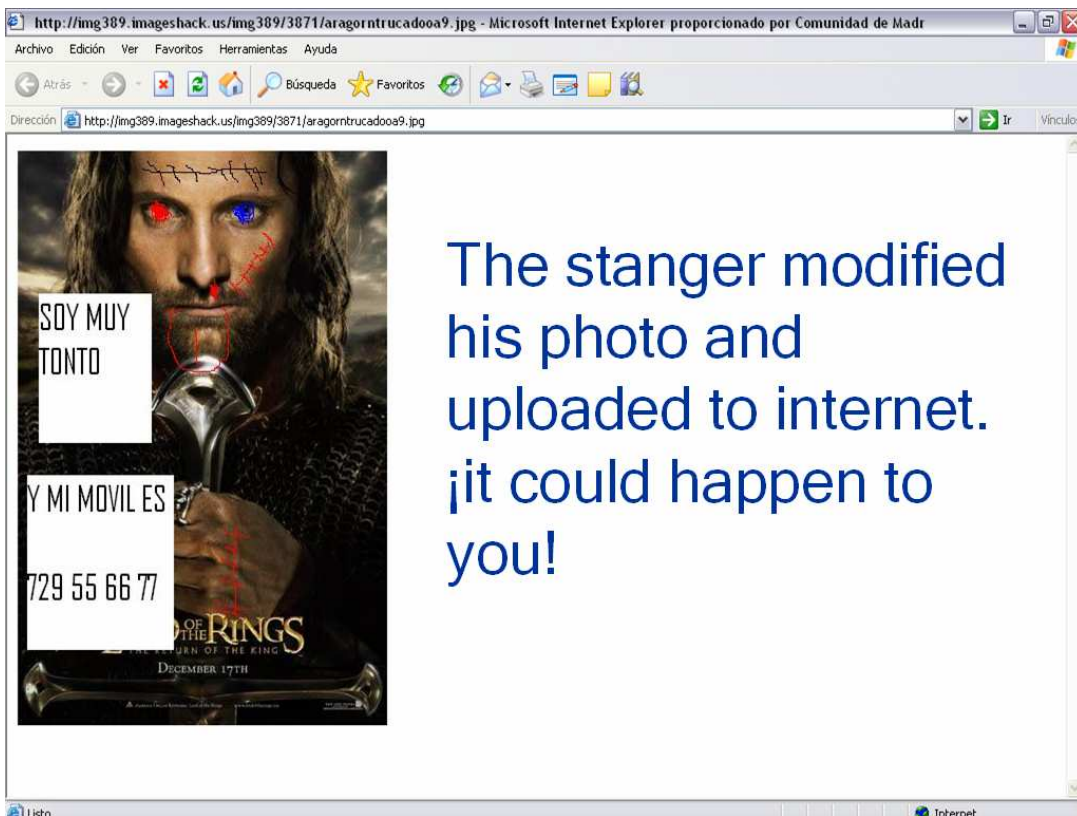
net
campaign among



Aragorn was chatting.

He gave to a stranger his photo and mobile number.

October, 2009)



The stanger modified his photo and uploaded to internet. ¡it could happen to you!

About main recommendations giving during the speech:

-First, Think twice before publishing personal data or like we called “Think before you post” (specifically name, address, or telephone number) in a social network profile, when you send photos by e-mail, in chats, etc. Think also whether you would like to be confronted with information or pictures in a job application situation.

-Second, It is better use a pseudonym instead of the real name in a profile. Even then you have only limited control over who can identify you, as third parties may be able to lift a pseudonym, especially based on pictures.

-Third, Respect the privacy of others. Be especially careful with publishing personal information about others without that other person's consent.

-Four Use different identification data (login and password) than those you use on other websites you visit (e.g. for your e-mail or bank account)

-Fifth As user you have the right of access, rectification and erasure of your personal data.

- And finally, Adopt security measures like a firewall, anti-virus, delete the cookies and the history of surfing, and if it is necessary, use a anti key-logger.

We prepared a communication strategy in order to sell the campaign to media, because we considered that the objective of the campaign was very important, the data protection minors. The DPA's could appear in media with good things, not only, for example, when files with personal data appeared in the bin.

So we elaborated a press release, a dossier with recommendations for the use of social network and sent them to media, including the videos.

The campaign had impact of the media, in the most important Spanish television, in the news and in websites.

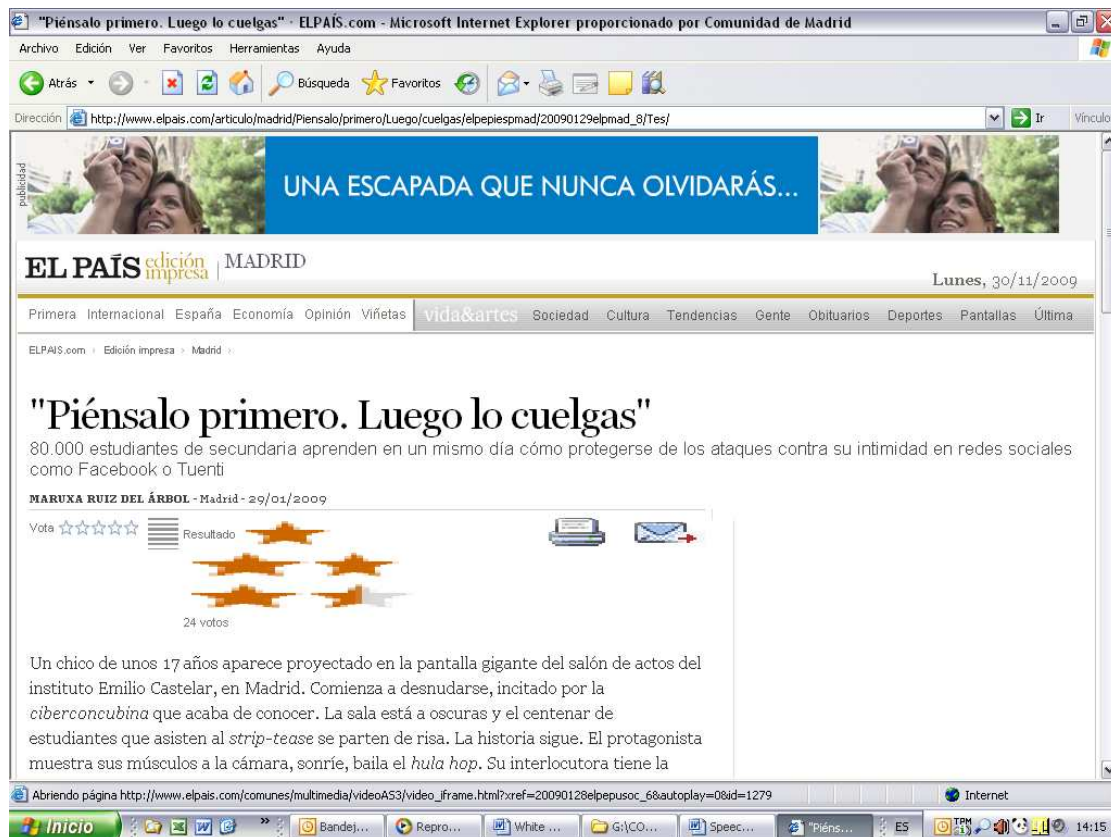
Special program of the campaign on Spanish TV



Interview in a school the day of the campaign:



Article in "El País", most important Spanish newspaper:



APDCM website impact on the media:

PRIVACY OS

Use of social network services Awareness rising campaign among minors

Impact on media (interviews)

La Agencia de Protección de Datos de la Comunidad de Madrid - Comunidad de Madrid - Microsoft Internet Explorer

Agencia de Protección de Datos de la Comunidad de Madrid

Repercusión en los medios del Plan de Comunicación para Centros Educativos Públicos

Con motivo del día europeo de protección de datos del día 28 de enero de 2009, tras el Plan de Comunicación en Protección de Datos Personales para Centros Educativos Públicos, recogemos el listado de medios de comunicación que han informado al respecto. (Videos del Plan)

Medios Audiovisuales (TV y radio)

- Televisión Telemadrid - 28-01-2009 (22230h)
- Círculo a primera hora - Telemadrid - 27-01-2009 (667390h)
- Buenos Días Madrid 1 - Telemadrid - 28-01-2009 (141450h)
- Buenos Días Madrid 2 - Telemadrid - 28-01-2009 (156660h)
- Programa de Ana Rosa - Telemadrid - 30-01-2009 (138000h)
- Noticias Telemadrid - 28-01-2009 (44320h)
- Informativos CDFM - 28-01-2009 (13900h)
- Noticias Cuatro 1 - 28-01-2009 (44330h)
- Noticias Cuatro Noche - 28-01-2009 (13800h)
- Noticias Dos Madrid - SER - 28-01-2009 (81100h)
- La Tarde en Madrid - COPE - 28-01-2009 (29120h)

Medios Nacionales

- Círculo a primera hora - 27-01-2009 (667390h)
- Noticias Telemadrid - 28-01-2009 (44320h)
- Informativos CDFM - 28-01-2009 (13900h)
- Noticias Cuatro 1 - 28-01-2009 (44330h)
- Noticias Cuatro Noche - 28-01-2009 (13800h)
- Noticias Dos Madrid - SER - 28-01-2009 (81100h)
- La Tarde en Madrid - Onda Cero - 29-01-2009 (43200h)

Segunda PrivacyOS Conference (1st - 3rd of April 2009)

Diapositiva 15 de 17 COMMUNICATION e-PRODAT 20050217 español (Española - alfab. internacional)

1. Country

SWEDEN

2. Title of the project

KRÄNK.T.SE (LOOSELY TRANSLATED INTO ENGLISH: VIOLATED.COM)

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

The Swedish Data Protection Agency

4. The head of the project and the contact person (name of the person and contact)

Per Lovgren
Press Officer at the Swedish Data Inspection Board
+46-8-657 61 43
+46-70-736 10 80
per.lovgren@datainspektionen.se

5. Web site (Where can we find the project or information about it?)

<http://www.kränkt.se>

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

Yes, it was prepared in and by our office. The project had four participants. One project leader and writer, one web designer and two legal experts.

7. Budget of the project (approximate amount, in €)

50 Euro for web design template
1000 Euro for printing stickers informing of the site and for sending the stickers to 1000 Swedish schools and libraries.
400 Euro for printing posters informing of the site

8. Funding (From whom? Any donations or grants? Not funded?)

The project was done within our current budget frame.

9. Language versions (Is there an English version?)

No, Swedish only

10. What is the focus/theme of the project?

Someone has treated you badly on the Internet by publishing text or photos that violate your privacy. What can you do about it? This site answers that question in a step-by-step way.

11. What are the main reasons and goals of the project?

To reach young people and to inform them of the actions they can take if someone has treated them badly on the Internet.
To off-load our legal experts.

12. Target group (children – age group / parents / teachers)

Young people, say 12-19 years old

13. How do you contact your target group?

We have printed stickers informing of the site. These have been sent to 1000 Swedish schools and libraries to be put on the foot of computers displays, for example.
We have printed posters that schools can put up in the computers rooms.
We use Google AdWords to market the site.
We have sent e-mail to several Swedish social network sites asking them to link to the site.
We have contacted school organizations asking them to inform of the site.

14. Have you launched an information campaign for your project? (Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)

We have published press releases. Both when the site was launched, and when we sent stickers to 1000 Swedish schools and libraries.
We also use Google AdWords to market the site.
We have not purchased any other ads.

15. Timing of the project (When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?)

The project was launched on the 28th of January; on the International Data Protection Day.

16. What does the project contain? (brochure / leaflet / web site / competition / exhibition /...)

Web site
Stickers
Posters
A leaflet is in production

17. What makes it special? Why is it successful? What features make it an example of good practice?

The project reaches young people, which is a difficult target group to reach. It provides aid to helping oneself, meaning that it informs of several steps that a person can take to remove personal information that infringes on the person's privacy from a web site or blog.
The web site off-loads our legal experts, who can now spend less time on the phone and e-mail to answer questions from the general public.
The project was carried out with an absolute minimum of expenditure.

18. Copyright; is it possible to share it?

The information on the site applies to a very great extent only to Swedish circumstances.

19. Have you already shared it with another national DPA? Which one/s?

No.

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

We use Google Analytics to monitor the number of visitors to the site.
We subscribe to press clippings, which makes it possible to see how the Swedish media cover the site.

DETAILED PROJECT DESCRIPTION

A web site in Swedish targeting the youth.

Kränk.se



Har du blivit oschysst behandlad på nätet?

Kränk på nätet?

- Start
- För dig som blivit kränkt på Internet
- Så här gör du på några av de vanligaste sajterna
- Hur gör jag själv för att inte kränka andra
- Vanliga frågor

Mer information

- Mer information
- Länkar
- Om Kränkt.se
- Länka till oss

Oschysst behandlad?



Har du blivit oschysst behandlad på nätet? Är det någon som har skrivit något nedsättande om dig på ett forum eller kanske lagt upp en bild på dig som du inte vill att andra ska se? Eller är du förälder till ett barn som råkat ut för något liknande?

Den här webbplatsen är till för dig som känner att du blivit oschysst behandlad på Internet. Här får du råd om vad du kan göra för att lösa problemet.

Reagera på kränkningar

Det finns flera saker du kan göra själv om du blivit kränkt på nätet och det berättar vi mer om på den här sajten. Ibland kan också vi på Datainspektionen hjälpa till. Det finns situationer då en bloggare, ett forum eller en webbsajt inte är skyldiga att ta bort personuppgifter även om personen i fråga skulle känna sig kränkt. Men även i dessa fall lönar det sig ofta att höra av sig till personen eller sajten med sina klagomål.

► [Läs mer om vad du kan göra om du blivit kränkt](#)

Kränk.se är framtagen av Datainspektionen som är en statlig myndighet. Vi arbetar för att se till att inte vem som helst får göra vad som helst med dina personuppgifter.

->
★ [Dela denna sida](#)

Tyck till

Har du blivit oschysst behandlad på nätet?

Ja, men det var länge sen

Ja, nyligen

Nä, aldrig



Så här gör du på några av de vanligaste sajterna



Om du vill rapportera ett klagomål till en sajt är det ofta enklast att göra det via mejl. Här listas den e-postadress du kan använda för några stora communities. Tänk på att ange:

- när det inträffade
- vad som skrivits
- var på sajten (klistra gärna in länken till texten eller bilden)

Om det gäller ett inlägg i ett forum så kan det vara bra att skriva i vilken forumtråd och på vilket sidnummer som den taskiga texten eller bilden finns.

Facebook

✉ abuse@facebook.com

På Facebook finns det gott om information om vilka regler som gäller. Du kan ofta anmäla inlägg och bilder som är oschyssta direkt där de är genom länken [Anmäl](#).

► [Läs mer om säkerhet på Facebook](#)

Lunarstorm

✉ info@lunarstorm.se

Kontaktinformationen hos Lunarstorm når du genom länken [Kontakta oss](#) längst nere till höger. Du får mer information om du klickar där när du är inloggad än när du inte är det.

► [Läs mer om hur du kontaktar Lunarstorm](#)

Inform (amongst other things) on how to make complaints against content published on leading International and National web sites.



Stickers have been sent to 1000 Swedish schools and libraries. They can be put on computer displays or keyboards, and informs of the site.

1. Country

UNITED KINGDOM

2. Title of the project

STUDENT BRAND AMBASSADOR CAMPAIGN – PADLOCK YOUR PRIVATES

3. Who is the organiser (DPA), who cooperates? (Any non-profit organisations? Government? Local authorities?)

ICO

4. The head of the project and the contact person (name of the person and contact)

Robert Parker, Communications Planning Manager at the ICO,
robert.parker@ico.gsi.gov.uk

5. Web site (Where can we find the project or information about it?)

N/A

6. Is the project completely prepared in and by your office? (How many people participated on it? Did external workers or other outside bodies cooperate on it as well?)

ICO – 2 people from ICO 2 staff from the student liaison body Campus as well as the 15 Student brand ambassadors

7. Budget of the project (approximate amount, in €)

£35,000

8. Funding (From whom? Any donations or grants? Not funded?)

Not funded

9. Language versions (Is there an English version?)

English

10. What is the focus/theme of the project?

The focus of the project is to educate students about the value of their personal information, how to keep control of it and how to avoid falling victim to identity fraud.

11. What are the main reasons and goals of the project?

The key objective for the project was to raise awareness amongst students about the value of their personal information and the importance of keeping it safe and secure.

12. Target group (children – age group / parents / teachers)

The project targeted university students for the following reasons:

- University students are more technologically savvy than their parents having grown up using the internet and interacting regularly via social networks, instant messenger, blogs and mobile phones. But they may not be aware of the risks of putting too much information about themselves in the public domain.
- They are going through a number of life changes which means they may suddenly be more exposed through their personal details e.g. moving home, interacting with a wider sphere of people, opening bank accounts and signing up to various services in

their new home town.

- This audience is young (and potentially in the future, influential). It is therefore relevant to engage with them on the importance of personal information at this stage in their lives.

13. How do you contact your target group?

- Promotional materials such as posters and leaflets across campus and at university events
- Partnerships with relevant organisations e.g. accommodation offices, on campus banks
- Facebook Group – Padlock your Privates accessible to each campus
- Editorial coverage in university media – student newspapers and radio

14. Have you launched an information campaign for your project? (Have you had e.g. ads in the newspaper, time in radio or TV broadcasting?)

Part of the project included targeting campus media. SBAs were tasked with securing two pieces of editorial coverage in either the student publication or on campus radio.

15. Timing of the project (When was it held for the first time? Was it connected to any specific occasion? Is it annual? Do you have a new project every year? Is it a long-run campaign?)

The project ran from September 2009 – April 2010 (two semesters).

This was the second year of the campaign – the first project, run in different universities, ran during the first semester of 2008.

16. What does the project contain? (brochure / leaflet / web site / competition / exhibition /...)

The project materials and promotional activity included:

- Bookmarks with top tips
- Credit-card sized hand out with top tips
- 'Padlock your Privates' branded bags
- ICO banner pens complete with top tips
- Copies of 'Your personal little book about protecting your personal information' pocket guide
- Exhibition stand at university fairs
- Press releases targeted at campus media
- Engaging with and securing ongoing partnerships with relevant organisations
- Facebook page

17. What makes it special? Why is it successful? What features make it an example of good practice?

What makes this campaign special is the non-traditional approach – it demonstrates clearly the benefits of 'peer to peer marketing'. This means it is not the organisation telling its audience what to do but is about the audience hearing the message from their own peers in ways that are engaging, accessible and credible. This form of marketing is recognised as a powerful tool in effecting behaviour change.

18. Copyright; is it possible to share it?

No

19. Have you already shared it with another national DPA? Which one/s?

No

20. Have you conducted a survey concerning the effects of your campaign? (Or have you monitored the level of knowledge of the personal data protection before running your project?)

No

DETAILED PROJECT DESCRIPTION

The project was designed to raise awareness of the importance of protecting your personal information among the students of 15 universities across the UK. When starting university, students are presented with a number of occasions where their personal information may be required – moving house, signing up to clubs or opening bank accounts. The project also encouraged students to think about the information they give away to help them avoid falling victim to identity theft.

The project was delivered using ‘SBAs’ which are talented, motivated students who manage campaigns, build word of mouth and use their local contacts on campus to promote key messages. The SBAs are seen as ‘insiders’ or ‘peers’ by their student communities as they themselves are studying at the universities. Project feedback has shown that students are able to better engage with a project when it is delivered by a peer. SBAs were also encouraged to source local case studies where possible to bring the campaign messages to life.

Promotional materials designed to appeal to students were distributed on campus and at student fairs. SBAs worked with student newspapers, magazines and radio to promote the key campaign messages during the two semesters. Students were also encouraged to join the Facebook page ‘Padlock your Privates’ to discuss stories and pick up tips on protecting their personal information. They were also encouraged to visit the ICO’s youth pages for further guidance.

Examples of the promotional materials used during the project:



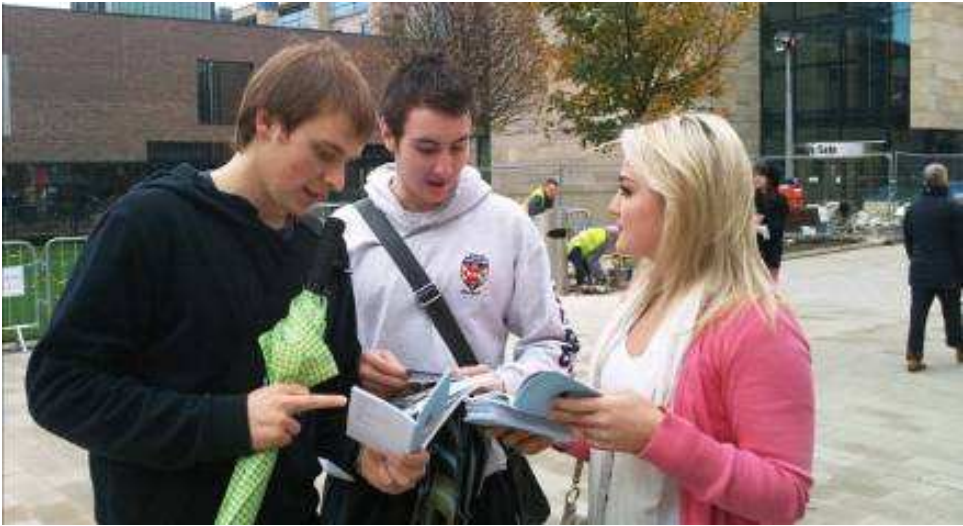
Examples of the headlines in student media across the various universities:

“Students, do not become victims of ID fraud” – Kent Inquirer, November 2009

“ID fraud hits home for Trent student” – Platform, January 2010

“Keep your privates private” – Loughborough University’s Halls Newsletter, 26 January 2010

SBA's carrying out promotional work on campus:



Prepared by the Press Division and Nina Táborská,
The Office for Personal Data Protection, Czech Republic
Prague 2010



**úřad pro ochranu
osobních údajů**
the office for personal
data protection