

**30<sup>th</sup> International Conference of Data Protection and Privacy Commissioners  
Strasbourg, 17 October 2008**

**Resolution to explore establishing an International Privacy/Data Protection Day**

**Resolution:**

The 30<sup>th</sup> International Conference of Data Protection and Privacy Commissioners resolves to:

1. work towards designating a day on which privacy and data protection are celebrated and promoted each year on a global basis
2. establish a working party to identify a suitable day and explore related issues, with a special direction to the working party to reach out to other international stakeholders having an interest in promoting privacy and data protection and
3. receive a report from the working party at the 31<sup>st</sup> International Conference with a recommended day and suggestions for effectively promoting data protection and privacy.

**Explanatory Note**

*The London Initiative*

1. The London Declaration called upon the data protection community to communicate data protection and make it more effective. This could be greatly enhanced through the establishment of an annual international privacy and data protection day. A global annual approach could provide great opportunities to communicate to the citizens and consumers. A key theme each year would be a demonstration of the community of data protection authorities speaking with one voice.
2. There has been experience already of trans-border coordinated privacy awareness raising initiatives. Two notable initiatives are the Asia Pacific Privacy Awareness Week and the European Data Protection Day.

*Privacy Awareness Week*

3. The Asia Pacific Privacy Authorities<sup>1</sup> (APPA) jointly host Privacy Awareness Week (PAW). This event was initiated by Privacy Victoria in 2001, and since 2006 has developed into an annual event aimed at promoting privacy awareness across the Asia Pacific region. PAW has proved to be a successful event, improving business, government and individual awareness and understanding of privacy. As APPA has expanded so has the reach and profile of PAW.
4. The APPA members undertake joint activities throughout the week, such as a privacy competition aimed at youth, while also coordinating their own regional events. On behalf of the APPA members, the Office of the Privacy Commissioner, Australia,

---

<sup>1</sup> The APPA members include the data protection authorities of Australia (Australia, New South Wales, Northern Territory and Victoria), Canada (Canada and British Columbia), Hong Kong, Korea, and New Zealand. See [www.privacy.gov.au/international/appa/index.html](http://www.privacy.gov.au/international/appa/index.html)

hosts a PAW website ([www.privacyawarenessweek.org](http://www.privacyawarenessweek.org)). This site contains information about joint APPA activities and events and promotions in each region.

5. PAW has been held annually in the last week of August. However, with the recent involvement of the northern hemisphere countries of Canada and Korea, the event will be moved to May from 2009 onwards. This time of the year is suitable for all countries involved and avoids major holiday periods.

#### *Data Protection Day*

6. On 28 January 2007, the Council of Europe, with the support of the European Commission, initiated Data Protection Day and proclaimed solemnly the 28 of January as the Data Protection Day. The objective of Data Protection Day is to encourage European citizens to become more aware of personal data protection and of their rights and responsibilities. Data Protection Day has been held annually since January 2007.

#### *Other coordinated privacy weeks*

7. Some countries hold nationwide events of a similar type. In the USA, where there is no single data protection authority, a major health information privacy week has been coordinated for a number of years by a professional association, the American Health Information Management Association. Their next health information privacy week is to be held on 12-18 February 2009.<sup>2</sup>

#### *APPA resolution*

8. At the 29<sup>th</sup> APPA Forum, held 19-20 June 2008 in Seoul, Korea, there was discussion of the success of the PAW concept and a suggestion that there would be value in aligning PAW and Data Protection Day to allow for a single coordinated international privacy/data protection day. Global coordination could significantly raise the profile and impact of both events in a cost-effective way. The meeting resolved to bring this idea before the 30<sup>th</sup> International Conference.

#### *Considerations*

9. With the introduction of one international privacy/data protection day, consideration will need to be given to a suitable time for the event that works in both the northern and southern hemispheres and minimises clashes with cultural events, holidays or other significant days. Given the need for a suitable lead in time it is not anticipated that the first such globally designated day would be before 2010.
10. Other considerations will need to be investigated, including the co-ordination and administration of such a day. In accordance with the aims of the Montreux and London Declarations, it is suggested that this may also be an opportunity to build bridges with stakeholders having an interest in privacy promotion outside of the International Conference.

#### *Working group*

11. It is proposed that the Conference agrees in principle that one international privacy and data protection event would be beneficial for advancing global privacy awareness. A working group should be established to progress this initiative with the

---

<sup>2</sup> <http://www.ahima.org/hipsweek/>

aim of identifying a suitable date and for exploring the issues related to the coordination of such an event.

12. Australia is prepared to co-ordinate/chair this working group. It would be essential to have representation on the working party from all regions and it may be useful to include some international and supra-national DPAs and organisations as well.