WSIS Prizes Contest 2020 Nominee

TAKE BACK OUR PRIVACY (privasi.id)

Multistakeholder Initiative for Building Public Confidence and Awareness in use of ICTs

Description •

TAKE BACK OUR PRIVACY is the Indonesian multi-stakeholder initiative for building public confidence and awareness about privacy and personal data.protection .Currently in Indonesia there is no Personal Data Protection Law yet that comprehensively protects the rights of citizens or individual . Meanwhile, Indonesian Internet users' understanding level of privacy and personal data protection still need to be improved. A number of cases related to misuse of personal data, such as for financial fraud and persecution attempts, are rife in Indonesia.

For this reason, the TAKE BACK OUR PRIVACY project was initiated by ICT Watch together with multi-stakeholder partners in the context of three (3) objectives:

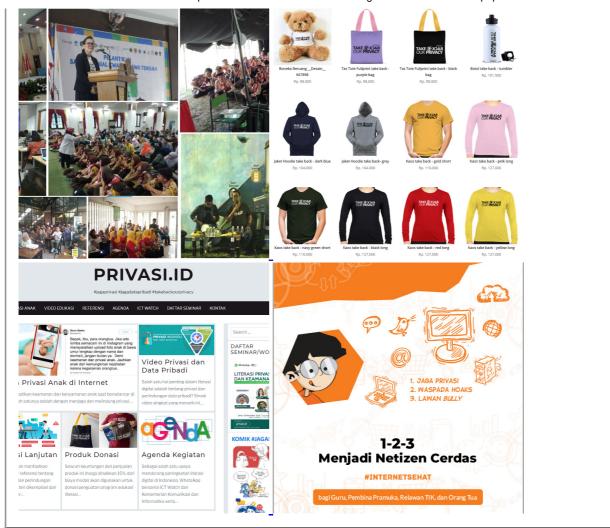
- 1. encouraging policy makers (government and parliament) to comprehensively formulate and provide adequate regulations related to the protection of personal data,
- 2. building public awareness about the need to maintain privacy to protect oneself and family from the negative effects of misuse of personal data,
- 3. strengthening the capacity and role of the public to actively participate in urging policy makers to immediately provide the Personal Data Protection Law

This TAKE BACK OUR PRIVACY project uses two (2) fundamental approaches:

- 1. Onsite activities: facilitating seminars, workshops, exhibitions and movie sreenings. Throughout 2019 a total of about 22 activities will be carried out in various regions in Indonesia, with a total number of participants reaching more than 1500 participants (47% are women).
- 2. Online activities: providing an Indonesian knowledge and resources online repository on our program website, privasi.id / privacy.id . The website contains information about children's privacy, educational videos, digital references, merchandises and agenda. During 2019 the site has been visited more than 3400 session with 13,800 pageviews. This online activity also strengthened by our social media account: Twitter (851K follower), Facebook (70K follower) and Instagram (3.7K follower).

Project website		ĺ
J		
http://privasi.id		





-Action lines related to this project-

- AL C4. Capacity building
- AL C5. Building confidence and security in use of ICTs 2020
- AL C10. Ethical dimensions of the Information Society

Sustainable development goals related to this project

- Goal 3: Good health and well-being
- Goal 5: Gender equality
- Goal 17: Partnerships for the goals

-Coverage-

• Indonesia

-Status-

Ongoing

Start date

May 2019

End date————————————————————————————————————		
Not set		

-Target beneficiary group(s)

- Youth
- Women
- parents, teachers, students, netizen, policy makers

Replicability -

This TAKE BACK OUR PRIVACY project can be easily replicated by anyone and anywhere, because this project utilizes a number of knowledge references about privacy and personal data protection that are available quite a lot on the Internet. We can choose reference digital documents that are creative common licensed and then we emphasized with local content and context. The digital document can be in the form of infographics, research paper, how-to, podcast as well as video/clips. Its activities are also simple, combining online activities through websites and social media with onsite activities through face-to-face engagement.

Of course the most important is the eagerness and effort so that online and onsite activities can be done together, inclusive and collaborative with other parties, especially from different stakeholders. We also ensure that the content that we create or facilitate is creative common licensed so that it can be easily adapted, adopted and replicated by the wider community.

Sustainability =

The TAKE BACK OUR PRIVACY project involves a number of relevant stakeholders to ensure that the resources required are not covered by one or limited parties. So based on mutual interests, this project will become more sustainable because it is done in a mutual cooperation. The resources needed can be share-based results, such as for the needs of resource persons, the cost of procurement of activities, promotion of events, promotion of pre and post activities, to technical preparation and management in the field both online and onsite. In addition, the involvement of various multistakeholder parties also provides another advantage that is not to become an exclusive program.

The title also uses the word "OUR PRIVACY" which reinforces togetherness and empathy, rather than "your privacy" which seems like there is a difference between "me" and "you". We also provide merchandise that can be purchased by the public, such as t-shirts, tumblers, bags and dolls. This merchandise is not in the context of seeking profit, but as a tool to build public awareness more attractively.

WSIS values promotion

TAKE BACK OUR PRIVACY project is in line with the Common Vision of the Information Society written in the WSIS Declaration of Principles (12 December 2003), "to build a people-centered, inclusive and development-oriented Information Society, where everyone can create, access, utilize and share information and knowledge, enabling individuals, communities and peoples to achieve their full potential in promoting their sustainable development and improving their quality of life ". This project also believe and comply with the key principle of the WSIS, that one of the efforts need to be done

together for achieving common vision above is by strengthening the trust framework, including information security, privacy and consumer protection, for the development of the Information Society and for building confidence among users of ICTs, including to ensure personal data protection (law).

Entity name
Indonesia ICT Partnership - ICT Watch (ICT Watch)
Entity country—type —
Indonesia — Civil Society
Entity website
http://ictwatch.id
Partners—
a. Ministry of Communication and Information Technology (MCIT) - Indonesia. Contact: Director of Governance, ICT Application Directorate General, Maria Contact: Director of Digital Economy Protection, Maria Cyber and Crypto. Agency (BSSN) – Indonesia. Contact: Director of Digital Economy Protection, Maria Cyber (Maria Cyber) // c. SIBERKREASI Digital Literacy National Movement. Contact: Chief of Staff, Maria Maria (Maria Cyber) // d. Indonesia ICT Volunteers (RTIK). Contact: Chairman, Maria Cyber Security (Chairman) // e. Indonesia Scout, Central Java Provision Council, Information Technology Special Unit (Saka Milenial). Contact: Communication Strategist, Maria Walay Walay (Maria Cyber) // f. Facebook – Indonesia. Contact: Chief Public Policy, Maria Cyber Security Forum (ICSF). Contact: Chief, Maria Cyber Security Forum (ICSF). Contact: Secretary General, Maria Cyber Security Forum (ICSF). Contact: Secretary General, Maria Cyber Security Forum (ICSF).