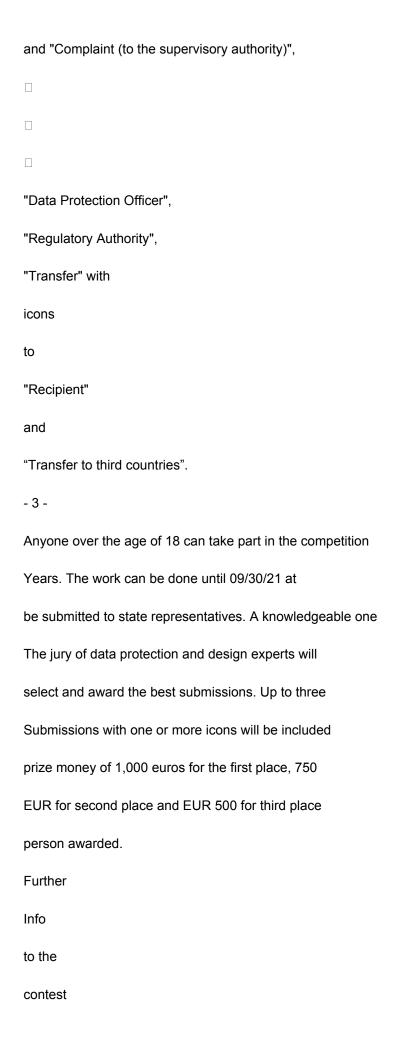
## THE STATE COMMISSIONER FOR DATA PROTECTION AND FREEDOM OF INFORMATION

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PRESS RELEASE
Ideas are in demand: competition for data protection icons
Until 30.09. Submit Suggestions and Privacy Policy
help shape
Anyone who processes personal data must always do so
explain why. Data protection notices are often long,
difficult to understand and also confusing. users,
who read these explanations often lose out
End the overview. It doesn't have to be.
To get more clarity, symbols
and icons help. It is well known that a picture says more than
1000 words. and
Icons may contain privacy notices
make it easier to understand.
Most internet users are familiar with the symbol for

"WLAN" or "Location". But what do icons look like? **Privacy Policy** illustrate? "How are mine?" personal data used?" is the central question, to answer it within the framework of the data protection information is applicable. Uniform and clear symbols are missing here. As now looks like an icon, which the "responsible" symbolizes, which illustrates "consent" or "revocation" and indicates "legitimate interest"? - 2 -In search of the best he has ideas State representative for the data protection and the Freedom of Information Baden-Württemberg Dr. Stefan Brink now called for a competition. What is needed are icons that Points of a data protection information according to Articles 13 and 14 of the GDPR and the most important and most common Data protection terms and information can be understood at a glance make. (Art. 13 DS-GVO: "Information to be provided upon collection of personal data from the data subject";

Art. 14: "Duty to provide information when the personal

data were not collected from the data subject").
LfDI Brink: "It is possible to make data protection notices simpler
represent, for example, by using icons. if
If such icons become established, it will benefit many people. we
We are therefore pleased when as many committed people as possible give their
Introduce competition ideas and help, data protection
to design."
As part of the competition, symbols will be used for the following
Terms searched:
"Responsible",
"(Personal) data",
"Purpose",
"Legal basis", with icons for "Consent" and
whose
"Revocation", as well as to
"Contract",
"legal
obligation" and "legitimate interest",
"Protection", with
Icons for data subject rights
"Information", "Correction", "Restriction", "Deletion"



and
the
Conditions of participation can be found on the homepage of the
State representative:
https://www.baden-wuerttemberg.datenschutz.de/wettbewerb-
privacy-icons/