



Virtual Privacy Office

VI Complaints Handling Workshop

Berlin, 26.11.2002

General Ideas

- **Providing a main entrance towards the Data Protection and Privacy related content in the Net - at least the German language content**
- **Offering the users the possibility for one-stop-shopping when they search for related content**
- **Redirecting user's requests to the authority responsible**
- **Answering simple or frequently asked requests**
- **Providing platforms for co-operation between the Data Protection Authorities**



History of the VPO

- **The project was enabled by a three year funding by Schleswig-Holstein Information Society Initiative**
- **It started in 2000 with a few people working on concepts and technology**
- **The site went online on 05.12.2000**
- **In 2002 the input system was radically simplified, made easier and more comfortable to use**
- **The content management system is about to be renewed**



Types of Participators 1

Project Partners -

- **must be official Official Data Protection Authorities or Commissioners or comparable Institutions**
- **have the right to publish material without being reviewed in advance**
- **have the (moral) duty to support the project by delivering articles and (little) financial contribution after the end of the funding of the project**
- **provide out of their staff Moderators who are responsible for certain keywords**



Types of Participators 2

Co-operation Partners -

- **are all other interested people, like Privacy and Data Protection Experts, Researchers, specialised Lawyers, Activists from NGOs, Privacy Advocates...**
- **can provide articles and links, which have to be reviewed and released by the moderator responsible for the respective keyword**
- **If there is no moderator (like in most cases) the ULD has to review and release**



Current Project Partners

In Germany

- **Federal Data Protection Commissioner**
- **Almost all State Data Protection Commissioners**
- **Some Church and Broadcasting Companies Data Protection Commissioners**

International Commissioners from

- **Ontario, Canada**
- **Slovakia**
- **Netherlands**
- **Switzerland: Federal, Kanton Zürich (State)**
- **Poland**



VPO as Portal 1

- **It offers some basic information for users like “what is data protection?”**
- **Relevant content is being placed in terms of Hyperlinks, annotated with some Meta Information (like short description of the content)**
- **Keyword system (or catalogue) to organise this content**
- **The VPO provides a search engine for its own content and the content of the participating Commissioners and Authorities**
- **Privacy related news service on the site**



VPO as Portal 2

- **The Content is being put into the System, organised and changed by means of some input masks in a special log-in area**
- **Each project partner is responsible for putting in the most relevant content of his own site**
- **The Moderators are responsible to organise the content and check the actuality**
- **When there is a lack of initiative the ULD enters into the job**
- **In Addition there are some open and closed mailing lists run by the VPO**



Some of the Aims we started with

Some of the Aims we started with:

- ***Privacy protection contact for users***
- ***Absorbing Internet culture: open discussions & open source***
- ***Information exchange & division of labour***
- ***Assembly point for privacy experts***

And what we did achieve...

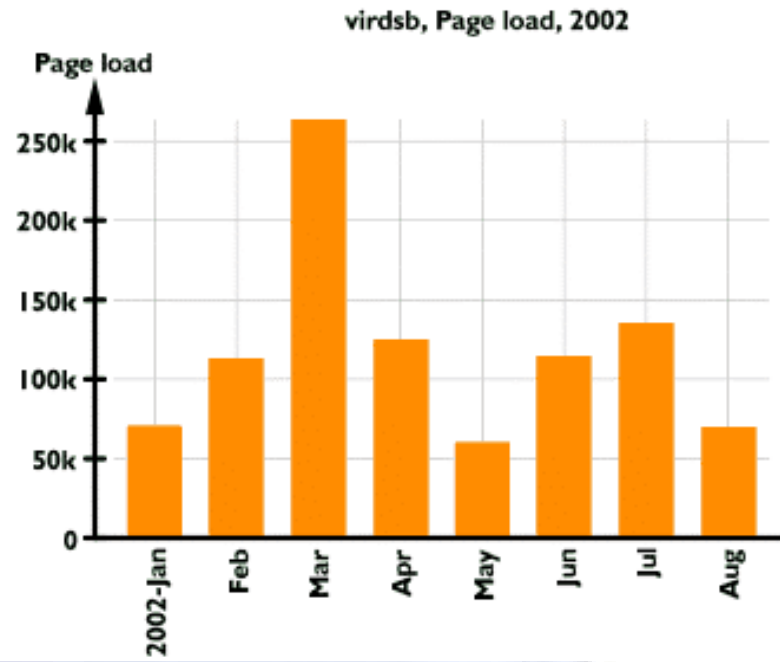
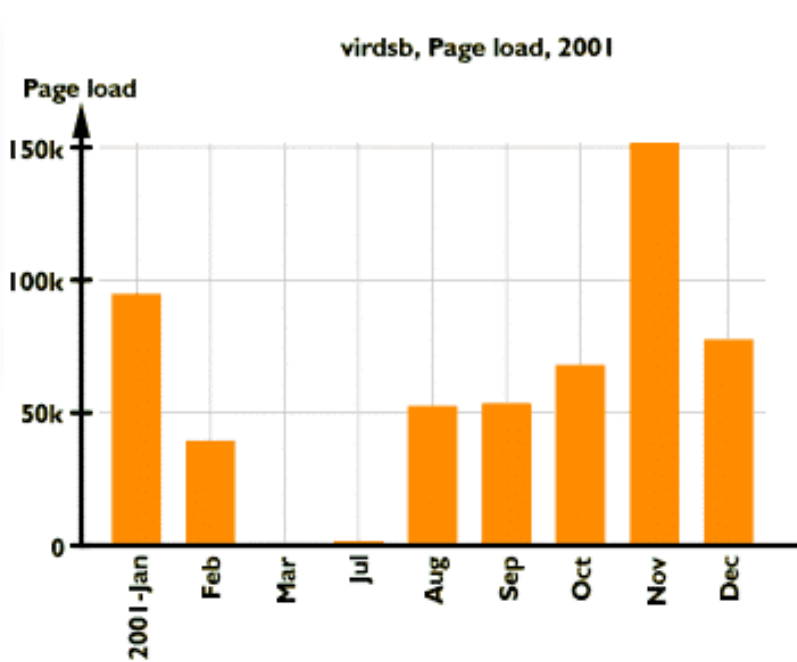


Privacy Protection Contact for Users

- **Achieved at least for the German speaking privacy and Data Protection Community**
- **More then 1.000 articles in the system, each day a news (on an average), increasing number of page loads (see graphics on following transparencies)**
- **But: Close to none support by not German speaking Commissioners even though the site started with an extensive English language support**



Current Situation - 1

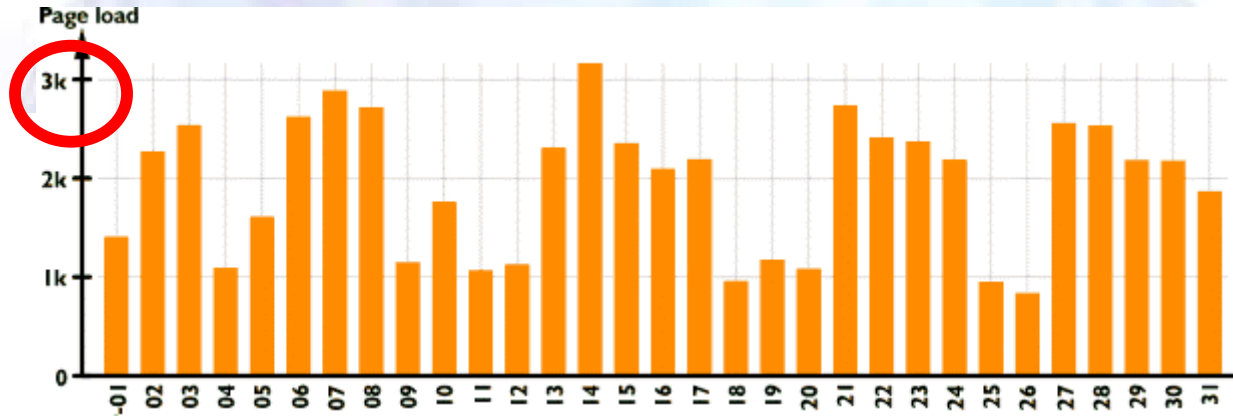


⇒ Improvement of Page loads

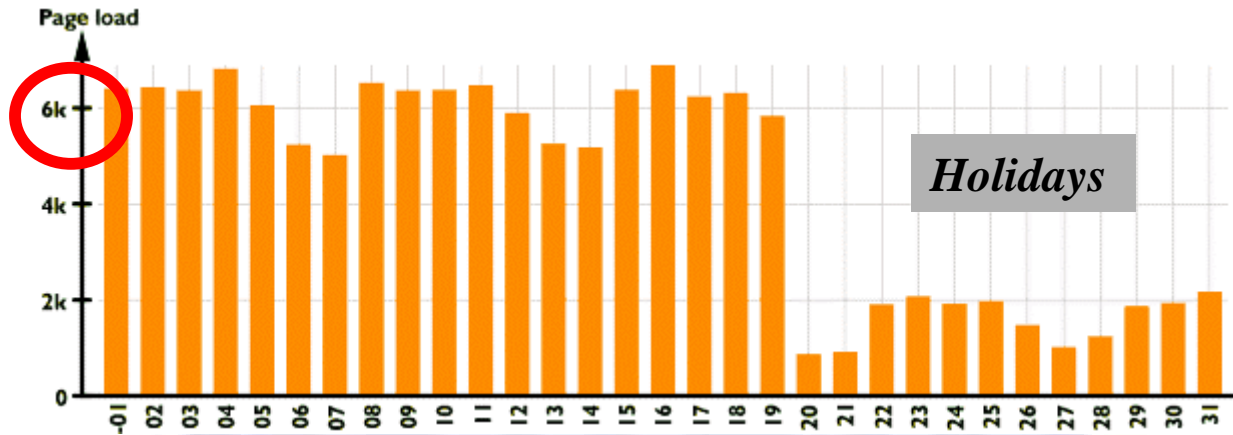


Current Situation - 2

May 2002



July 2002



Current Situation - Google Ranking

August
2002

The image shows two screenshots of a Google search for 'Datenschutz'. The top screenshot is from August 2002, showing search results for 'Datenschutz' with a top result from 'www.bfd.bund.de' titled 'Willkommen beim Bundesbeauftragten für den Datenschutz'. The bottom screenshot is from January 2002, showing search results for 'Datenschutz' with a top result from 'www.datenschutz.de' titled 'Willkommen beim Bundesbeauftragten für den Datenschutz'. Both screenshots show the Google logo, search bar, and navigation links like 'Web', 'Bilder', 'Groups', and 'Verzeichnis'.

August 2002

Google Such

Tipp: In den meisten Browsers

Web Bilder Groups Verzeichnis

Das Web wurde nach **Datenschutz** durchsucht.

Kategorie: [World](#) > [Deutsch](#) > [Computer](#)

[Willkommen beim Bundesbeauftragten für den Datenschutz](#)

Willkommen beim, Bundesbeauftragten für den Datenschutz. ...
Anschreiben und Links. Bundesdatenschutzgesetz, Virtuelles Datenschutzbüro
Beschreibung: Berät die Bundesregierung und die jeweiligen Ausschüsse des
Kategorie: [World](#) > [Deutsch](#) > [Computer](#)
www.bfd.bund.de/ - 6k - 17 Jan 2002 - [Im Archiv](#)

[Virtual privacy office](#) - [[Diese Seite übersetzen](#)]

... Your Privacy Protection, Your Privacy Protection. Who cares for you? www
www.datenschutz.de. Sorry, not everything is translated to English, yet. ...
Beschreibung: Das virtuelle Datenschutzbüro ist eine Ansprechstelle im Internet
Kategorie: [World](#) > [Deutsch](#) > [Computer](#) > [Sicherheit](#) > [Datenschutz](#) > [Datenschutz](#)
www.datenschutz.de/ - 14k - [Im Archiv](#) - [Ähnliche Seiten](#)

January 2002

Google Suche: Das Web Seiten auf Deutsch

Web Bilder Groups Verzeichnis

Das Web wurde nach **Datenschutz** durchsucht. Resultate 1

Kategorie: [World](#) > [Deutsch](#) > [Computer](#) > [Sicherheit](#) > [Datenschutz](#) > [Datenschutz](#)

[Willkommen beim Bundesbeauftragten für den Datenschutz](#)

Willkommen beim, Bundesbeauftragten für den **Datenschutz**. ... **Datenschutz**
Anschreiben und Links. Bundesdatenschutzgesetz, Virtuelles Datenschutzbüro
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Absorbing Internet Culture: Open Discussions & Open Source

- **Project Partners are Government Authorities or similar organisations which tend to more official communication**
- **It is not sufficient to implement Internet Technology to create an Internet-like communication behaviour amongst such organisations**
- **But it is a first step and can speed up the change in the way of collaboration driven by other effects like modernisation of administration**
- **Use of open source software is going to be increased: Migration of the CMS from Roxen to Zope, expected to be finished in December**



Information exchange & division of labour

- **Mailing lists in the VPO serve already as means for information exchange**
- **Some other tools like up- and download zones in the log-in area and collection of resources exclusively for the Project Participants are soon to come**
- **Division of labour is more a problem of the federal system**
- **The goal is to offer more internal value to the members of the staff of the Project Partners in order to motivate them to provide more contribution**



Assembly Point for Privacy Experts

- **Until now the VPO is an assembly point mainly for the official Data Protection Authorities and for the users searching for relevant content**
- **After the projected relaunch the VPO will intensify the search for interested Co-operation Partners**
- **CoPa will benefit from the system, because they can put in articles that link to their own Resources**
- **Besides that there will be a special area explicitly divided from the other content, where CoPa can promote their own services**



Conclusions and Results - 1

- **The current form of the VPO refers to the special Situation in German speaking countries: federal system with a multitude of responsible Authorities**
- **A common Portal is essential**
- **There is a relevant base load of use of the VPO and an increasing support from most of the ProPa, the VPO is accepted as an important means of labour**
- **For data protection reasons we don't log user behaviour, but have an estimated number of nearly 1.000 page visits per day**



Conclusions and Results - 2

- **The ULD and the current Project Partners have only the capacity to provide the VPO for the more than 100 million German speaking users and can only give little support for an English version**
- **It is no problem to put in English language articles with English Meta Information**
- **In the future the Site will provide only an optional English frame, but no special English content area and no English lettering or online help in the log-in area**
- **If a Data Protection Authority is interested in participating**



Contact

- **Please don't hesitate to contact us:**

info@privacyservice.org

***49 (0)431 988 1215**

- **If there is a demand for more English language support or content, we can conjointly look for improvement**

