

DATAK: THE GAME THAT HELPS YOU GET TO GRIPS WITH YOUR PERSONAL DATA

Lausanne, 12 December 2016 - **RTS has developed a serious game about the protection of our personal data, which will be available at rts.ch/datak from 13 December. DATAK will open players' eyes to how personal data is used and the associated risks. The interactive game, which is available in English, French, German and Italian, is the culmination of the participatory investigation "Donnez-moi mes données!" ("Give me my data!"), launched in June 2015 by the programme *On en parle* on La 1ère. The game presents the results of many months of investigation in a fun way and raises awareness of the implications of big data.**

From loyalty cards and medical records to geolocation and biometric passports, the list is long and varied. How and for what purpose is our personal data used? Under the auspices of *On en parle*, a major investigation was launched last year with active participation from the public. This work culminated in the creation of the DATAK serious game. "Big data and the collection of personal details are hot topics right now, with discussions revolving around the potential as well as the dangers. We therefore hope that this game has come at exactly the right time!" explains Bastien von Wyss, coordinator of the RTS investigation.

How does DATAK work? Players assume the role of a recent recruit hired to work for the mayor of a town to manage social media, and are confronted with various dilemmas in their day-to-day lives. There are important decisions to be made (in their private lives and for the community) against the clock and interspersed with videos from YouTubers.



The serious game was developed by DNA studios in Bulle with the support of the Youth and media platform of the FSIO (jeunesetmedias.ch). It is aimed at anyone aged 15 or over and brings to life the main themes of the investigation (social media, government surveillance, commerce and health).

Some of the specific questions the mayor might ask his new recruit include whether to approve a project to install CCTV cameras all over the town and whether to pass on citizens' details to companies or political parties. Every time players complete a project, they have the option of accessing the results of the SRG investigations (particularly *On en parle*, *36.9*, *CQFD*, *ABE*) and a wealth of useful tips.

The aim of the game is to raise awareness of data collection in all areas of life and how it is used. "The goal is to provide an educational tool in four languages, but more importantly a fun and informative game that raises awareness without lecturing" explains Julien Schekter, producer of *On en Parle*. The game can be tested out at home, when on the move, in class or with friends from 13 December at rts.ch/datak.

Please note: The game can be tested on request. Please contact the press office (see contact details below).

With the support of
jeunesetmedias.ch



THE TOPICS COVERED

INTERNET IN DAILY LIFE

Online tracking, hacking, email addresses, user accounts, terms and conditions, using data against people, sharing of data with third-party sites.

SOCIAL MEDIA AND INTERNET USERS' ACTIONS

Privacy settings, smartphones, geolocation, photo/video metadata, connected objects, video games, relevance of search results, cultural bubbles.

GOVERNMENT SURVEILLANCE

CCTV, data collected by authorities, biometric passport, Intelligence Service Act, phone tapping, police state hacking, revision of the Data Protection Act and surveillance authorities in Switzerland and Europe.

COMMERCE

Loyalty cards, credit cards, credit score, customer profiling, segmentation, data brokers, targeted/differentiated advertising, contactless payment.

HEALTH

Health data, electronic patient files, quantified self, brokers and insurers, DNA storage (biobanks).



THE EXPERTS

In order to assess the relevance of the actions and choices in DATAK, a panel of experts supervised the way in which points are awarded in the game based on the advantages and risks of sharing personal data.

Liliane Galley, youth protection expert, scientific advisor to the Youth and media platform of the Federal Social Insurance Office

Isabelle Dubois, former cantonal data protection commissioner for Geneva, former cantonal judge, lecturer at the University of Geneva and member of ThinkData, AD HOC RESOLUTION

Christian Flueckiger, data protection and information commissioner for the cantons of Jura and Neuchâtel, doctor of law and qualified lawyer

Jean-Henry Morin, associate professor at the University of Geneva's Institute of Services Science, president of ThinkService and member of the expert committee at ViGISWISS (Swiss Data Center Association)

Solange Ghernaouti, professor at the University of Lausanne, international expert in cybersecurity and cyber defence, director of the Swiss Cybersecurity Advisory and Research Group

François Charlet, legal expert specialising in technology law and future lawyer; blogger, trainer and speaker

Sylvain Métille, doctor of law, barrister, university lecturer and blogger, expert in issues related to data protection, technologies and cybercrime law

Paul-Olivier Dehaye, mathematician, founder of PersonalData.IO

Bertil Cottier, professor of communication law at the University of Lausanne and University of Lugano, former deputy director of the Swiss Institute of Comparative Law, member of the steering group for the revision of the FADP

Also took part in the investigation:

Jean-Philippe Walter, deputy data protection and information commissioner

THE YOUTUBERS

The YouTubers all agreed to play the game and produced short films about the topics covered by *DATAK*. From Yoann Provenzano's offbeat look at terms and conditions to Grand JD's method to avoid spending his days glued to his smartphone, Swiss YouTubers from all backgrounds share their experiences, insights and tricks in an accessible and humorous way.

Le Grand JD

Dear Caroline

Thomas Wiesel

Yoann Provenzano

Mr Plouf

Blaise Bersinger

Yann Marguet

Charles Nouveau

Tyralina

Gabirano

Hispter Gnogg

ShantiLives

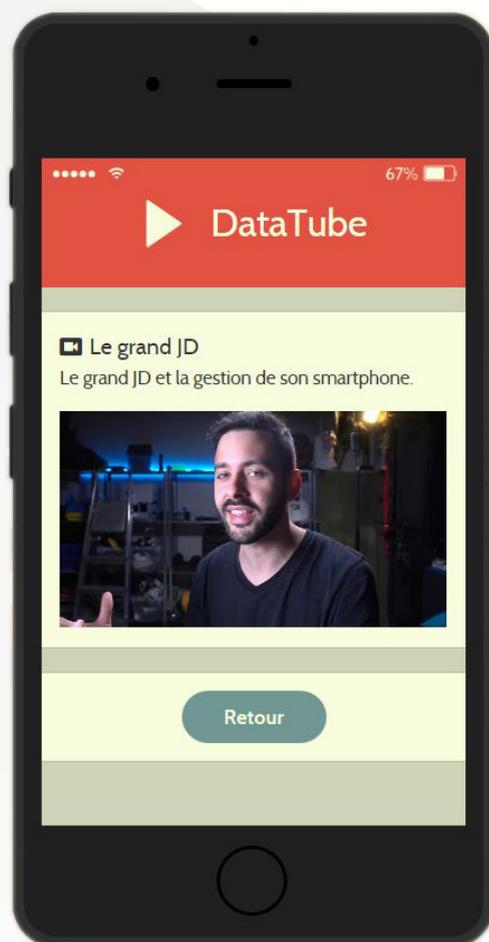
Fashionpupa

Fabrizio Casati

Frieda Hodel

Ask Switzerland

Nadia Herriot



DNA STUDIOS

DNA Studios is a company based in Bulle in the canton of Fribourg. It was set up in 2013 by four friends who are digital experts and specialists in animation, filmmaking and IT. The combination of technical and artistic skills means they can produce animated films, video games and other digital experiences. They switch between film projects (*The Sunboy* by Fascinahouse, *Féroce* by Folimage), video games (*Dans Ton Quiz* for RTS, *Antyz* by DNA Studios, *The Neighborhood* by DNA Studios and AirConsole) and sometimes both media (*Sequenced* by Apelab). Keen on projects with an educational and practical element, DNA joined forces with RTS to develop *Datak*, the serious game about personal data.
www.dna-studios.ch

CONTACTS

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The game : rts.ch/datak

The investigation : rts.ch/mesdonnees