

Terms of Reference

for the provision of service to conduct an awareness-raising package on personal data protection for youth

March 2023

Oxfam is a global movement of people who are fighting inequality to end poverty and injustice. There are currently 21 member organizations working in 87 countries. We have a vision of a just and sustainable world. A world where people and the planet are at the centre of our economy. Where women and girls live free from violence and discrimination. Where the climate crisis is contained. And where governance systems are inclusive and allow for those in power to be held to account.

Oxfam in Vietnam believes that a reduction in poverty, injustice, and inequality will occur through the interaction between active citizens, accountable states and the responsible private sector and that it is fundamental to Vietnam's development. Oxfam in Vietnam aims to influence the current growth-based development model to shift to a Human Economy Development Model, putting people and the planet before profits.

1. Introduction

Viet Nam's Socio-Economic Strategy for 2021-2030 confirms Viet Nam's ambition to become a high-income economy by 2045. To achieve this goal, Viet Nam must harness the benefits of digitalization. The Vietnam Government has committed to digital transformation and approved, in June 2020, the National Digital Transformation Program by 2025, with an orientation towards 2030. The initiative will help accelerate digital transformation through changes in awareness, enterprise strategies, and incentives towards the digitalization of businesses, administration, and production activities.

The young population rate, high smartphone and internet coverage are favorable factors for Vietnam to accelerate digital transformation. Data and personal data protection are therefore important to ensure the success of the national digital transformation.

Raising awareness about personal data protection for Oxfam partners and their target people groups, in the areas of sustainable development (e.g. agriculture and rural development, environment, private sector development and gender equality) are therefore necessary.

Oxfam is seeking the provision of service to conduct an awareness-raising package on personal data protection. This communication package is expected to raise awareness for the youth about personal data protection. Furthermore, it will also encourage businesses to adopt better data protection practices to protect their customers's privacy.

2. Objective

The awareness-raising package aims to: increase youth awareness and knowledge about personal data protection and safely use of internet with personal data provision.

3. Scope of the work

The consultant (team of individuals or an organisation or a company) will conduct the awareness-raising package that aims to increase youth awareness and knowledge about how to protect their personal data. Accordingly, the young public will know about:

- a) **Risks and threats related to data security and privacy:** e.g., forms of cyberattack, malware, phishing attacks, identity theft, fraud.
- b) **Consequences of data breaches:** e.g., financial losses, data breaches and privacy invasions in connection to gender equality, private sector development and other development-relevant areas, targeted advertising, victims of online violence or discrimination, and scams.
- c) **Tips on how to protect data:** e.g., strong passwords, updating software regularly, being cautious about sharing personal information, and identifying signs of a data breach.
- d) **What to do in case of a data breach:** suggested actions to protect, minimize the damage and prevent further unauthorized access to personal or sensitive information.
- e) **Useful resources:** e.g. useful resources to help them protect their data, such as security software or websites that provide helpful information about cybersecurity.

4. Activities

No.	Activities	Timeline
1	Developing awareness raising plan (including key message, audience profile analysis, channels materials, and timeline)	March-April 2023
2	Conducting the awareness-raising package	April-May 2023
3	Report of the work	31 May 2023

5. Deliverable

Report on the awareness-raising package conducted and related materials

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6. Qualifications:

The Consultant (or Team of consultants) should demonstrate among others, the following qualifications and experiences:

- Have a profound understanding of digital security issues and personal data protection situations in Vietnam from a legal perspective.
- Skillful in delivering communication/awareness raising for youth.
- Track record of previous similar experiences.

7. Budget

The applicant consultant (or team) should propose a consultancy proposal, specific methods for each activity and budget with a rate commensurate with expertise and experience as well as other related expenses to complete the task.

To apply, please send a proposal (budget included), CVs and cover letter explaining your interest in the consultancy service to: hr.vietnam@oxfam.org **by 29 March, 2023**.

Oxfam is committed to preventing any type of unwanted behavior at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and is committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

We regret that only short-listed applicants will be contacted.