

# GDPR



**SORTED!**

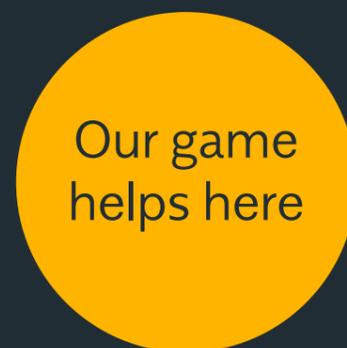
Introducing a fast-paced engaging game designed specifically to embed core GDPR principles to reduce the risk of data breach by employees.

sponge<sup>uk</sup>

# GDPR is coming. Practical help is here!

**With May 25th 2018 looming, the enforcement of GDPR is fast becoming a reality and with penalties for a breach being up to €20m or 4% of annual turnover, it's only right that organisations equip themselves with the best compliance strategies.**

All employees have a vital role to play in upholding GDPR and our game, 'GDPR Sorted', has been designed for precisely this. Data is at the heart of GDPR – where it lives, how it's used and how long it's stored for – and it's therefore essential that everyone has this core understanding of what and how they can use it.



Where GDPR Sorted can support your compliance strategy.



## Why a game?

**Research has repeatedly shown that game learning works. Here are 8 reasons why:**

- Designed with engagement in mind, games are more memorable and consequently more effective
- Games are experiential: learners aren't told the learning, they do the learning
- Games allow the learning to be applied within the experience
- Game mechanics quickly become intuitive
- Scenarios with actual consequences are used within the game setting
- Games mirror work settings by involving systems and critical thinking. Traditional learning is linear thinking.
- Designed to be re-played; practice really does make perfect
- Game learning doesn't feel like training to the learner

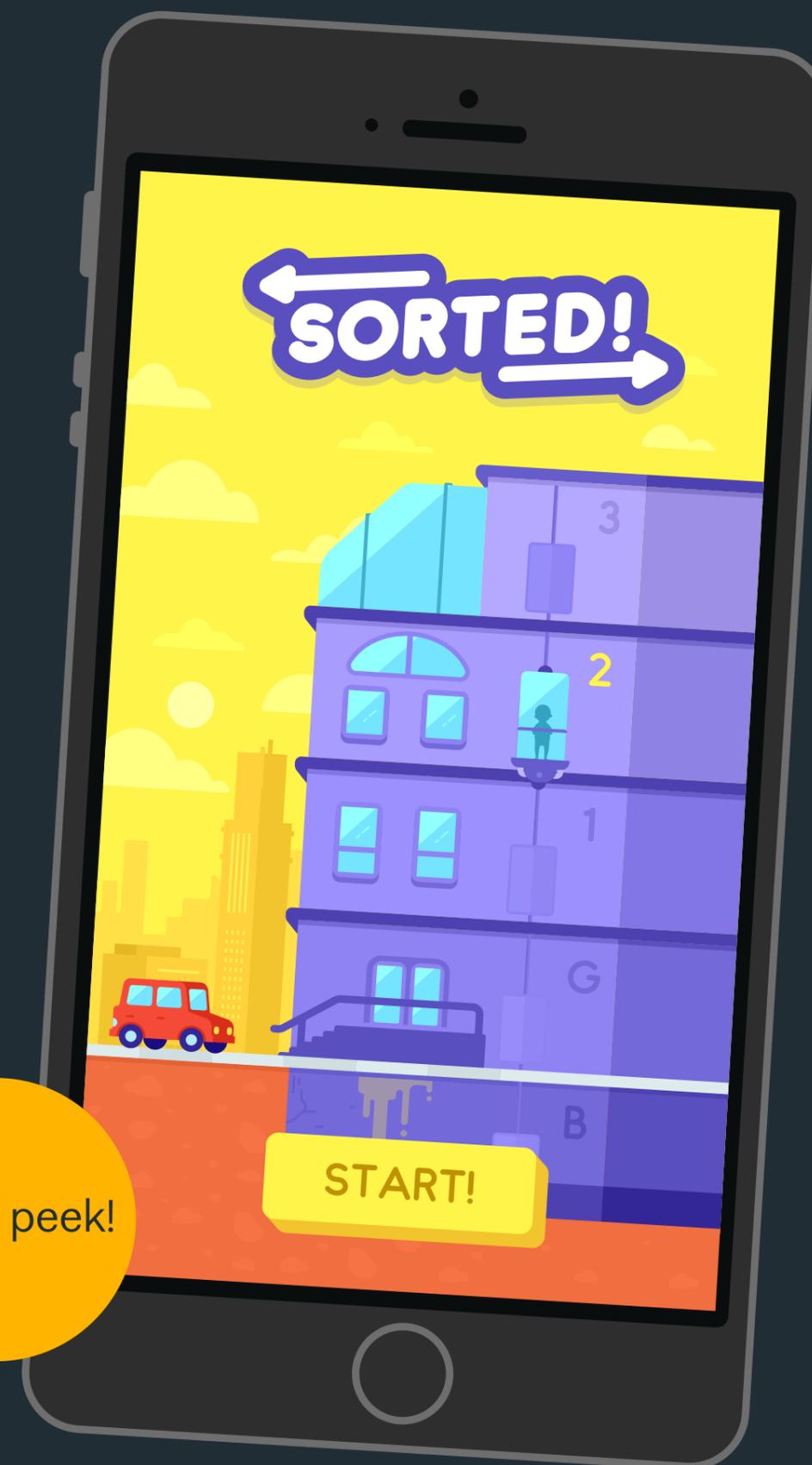
# Mobile

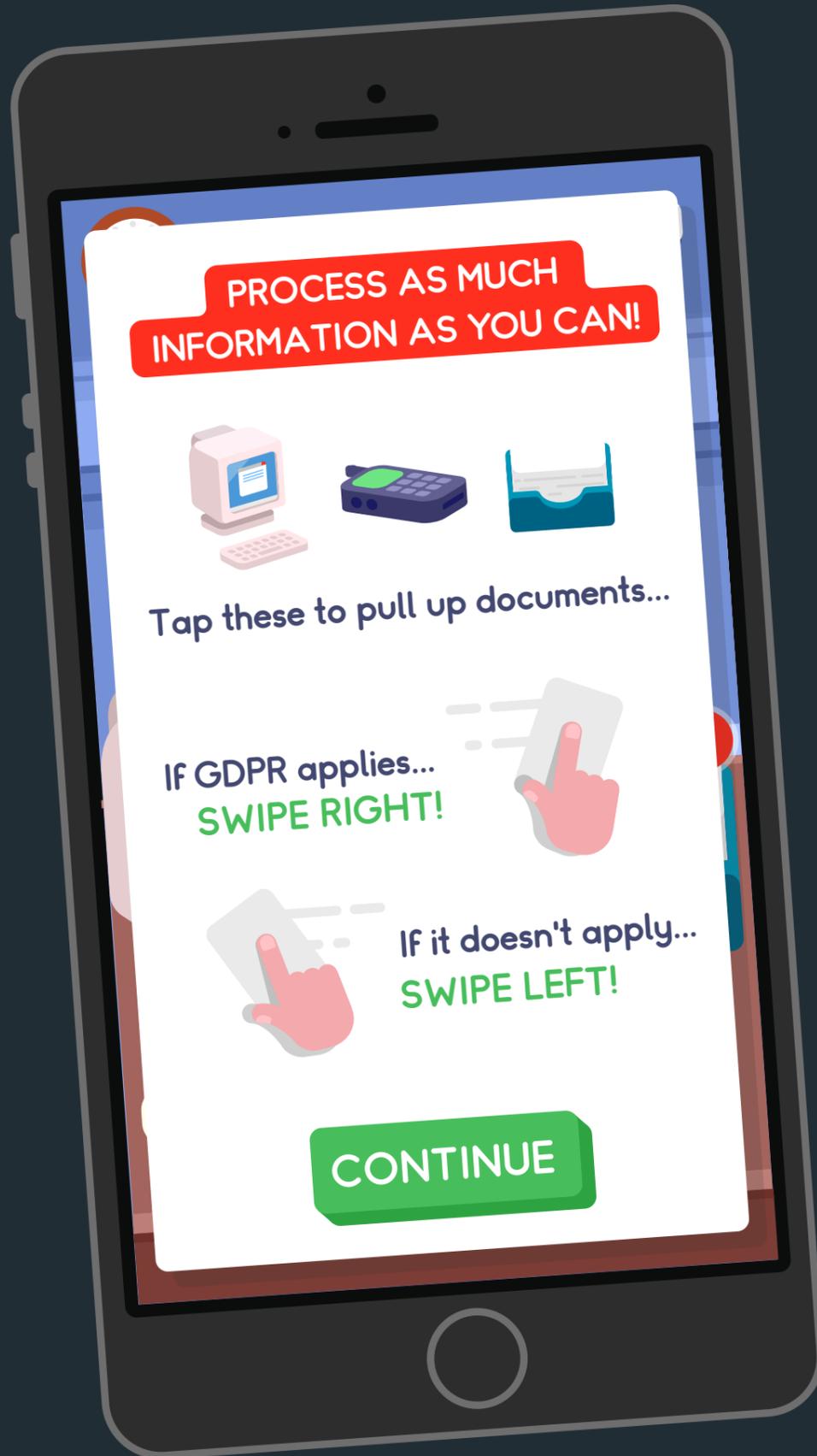
**GDPR Sorted is optimised for mobile gameplay, intended to connect with the casual gamer in all of us.**

Nothing is lost on the desktop version either with the game operating on all modern browsers and tablets.

Gameplay begins at *"Corporate HQ"* and players progress through the levels as they are better able to demonstrate their data mastery. Completing the game with a good score can only be achieved by demonstrating a genuine understanding of the core GDPR principles in practice.

Sneak peek!





## Easy to play

**The tutorial level introduces the player to both gameplay and content. Once completed the game really begins...**

GDPR Sorted is a competitive, quick-reaction game designed to embed desired behaviours by repeatedly processing information that may be subject to GDPR rules.

Each level adds more complexity and more content and rewards players with progress, points, bonuses and a *'just for fun'* bonus level for top players.

The game can be played two ways:

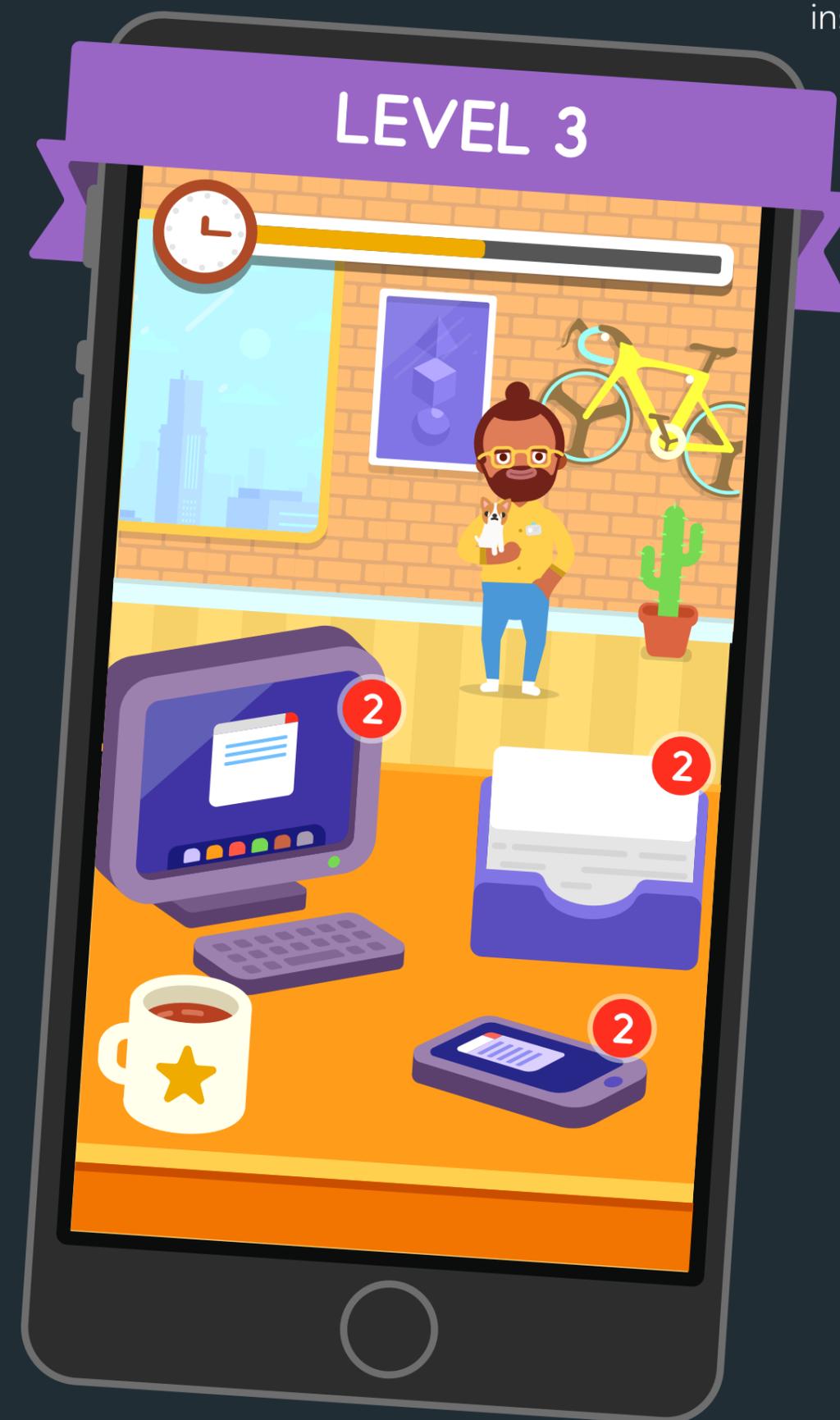
- Level by level taking between 3-10 mins per level
- Extended session where a completion score could be obtained in around 25-30 mins

# Progression

**Achievement and mastery are celebrated and successful players are rewarded by a move up the game levels.**

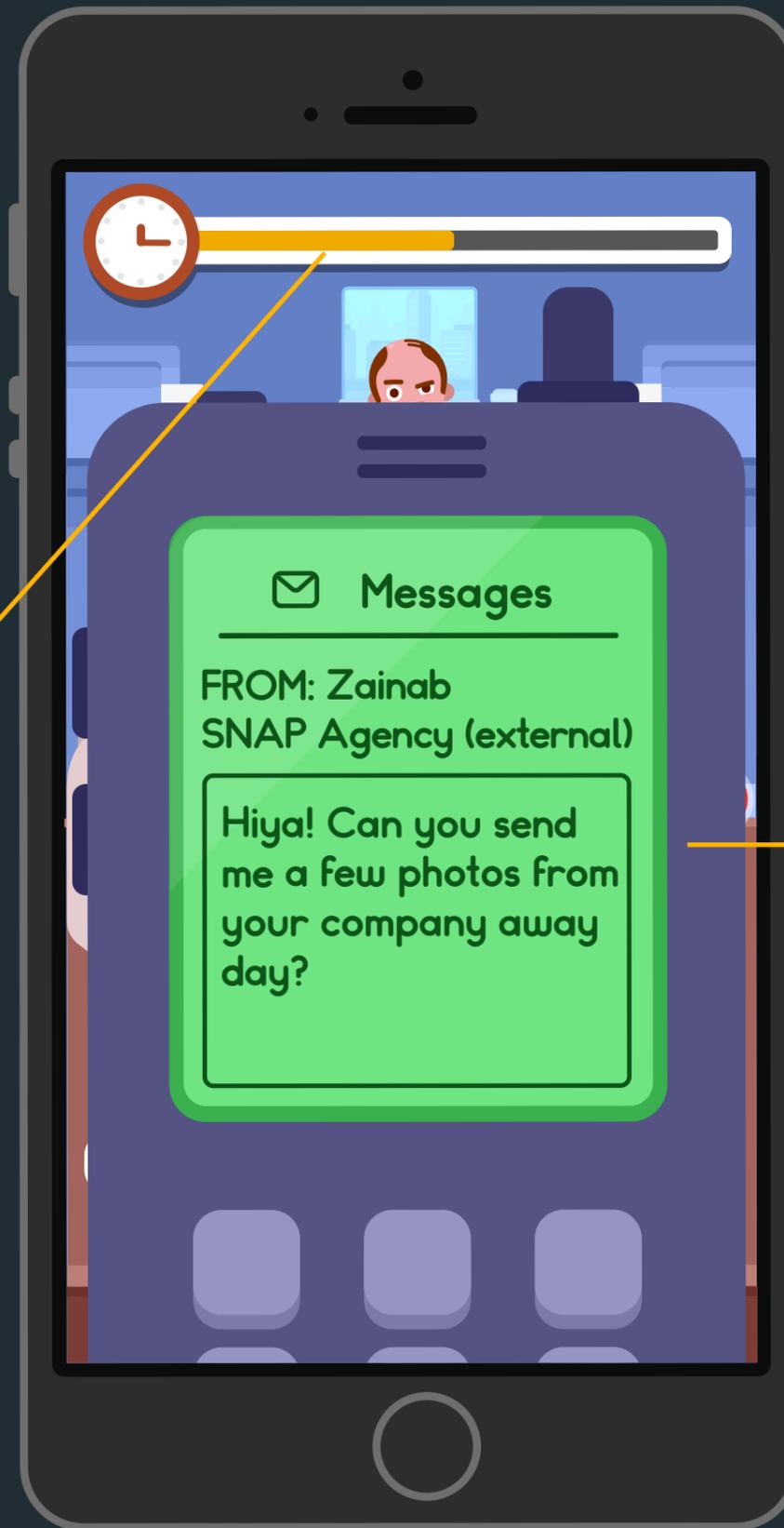
Levels are set in increasingly desirable office environments - rewarding success in the game by upgrading the player to a more glamorous playing environment.

Those players who reach the final level will be motivated to continue playing until they hit the top score where they will be rewarded with the unlocking of the bonus (*just for fun*) level.



# Energised decision-making

Time's ticking!  
Dynamic timers  
increase urgency.



Swipe to decide:  
a simple yes/no  
swipe is the decision  
mechanic.

# Fun learning

Relevant and realistic examples are used in a fun and visually engaging way.





## Rewards

**Rewards and feedback are in-built and mirror the familiar style of other mobile games.**

This format supports a strong motivation to play by making it fun to learn, thereby further increasing the embedding of knowledge.

## Call us today on

**+44(0)1752 762 101**

to arrange a full demo.



## **Get ready for GDPR**

**Contact us today for a full demo and to  
discuss how GDPR Sorted can benefit your business.**

Visit our website for useful articles and more information.

[spongeuk.com/gdpr](https://spongeuk.com/gdpr)

**Call our GDPR sales team on**

**+44(0)1752 762 101**

[absorb@spongeuk.com](mailto:absorb@spongeuk.com) | [spongeuk.com](https://spongeuk.com)