

CANADA, 2021



**DATAJAM**

against  
*contre l'* EXPLOITATION



## 1. PRESENTATION

The DataJam Against Exploitation is a technological innovation competition that seeks to increase public awareness of human trafficking, improves the technical and substantive capabilities of participants and enhances collaboration among interdisciplinary sectors in Canada.

The event is organized and co-hosted by the United Nations Office on Drugs and Crime Human Trafficking and Migrant Smuggling Section (UNODC), Fundación Pasos Libres, IBM Corporate Social Responsibility, and the International Centre for the Prevention of Crime (ICPC).

## 2. OBJECTIVES

### Overall objective

Raise awareness about human trafficking especially for highly vulnerable communities, including indigenous and LGBTQ+ youth in Canada.

### Specific objectives

1. Promote collaborative and interdisciplinary work integrating different professions, areas of study, knowledge and experiences.
2. Generate data-based solutions and data use cases that contribute to solving specific challenges of the fight against human trafficking in Canada.
3. Encourage the interpretation, analysis, development and use of data and information to propose and support innovative technological solutions against human trafficking in Canada.



3. SCHEDULE

Friday, May 7th

14:30-16:00 (EST) Introduction to Trafficking in Persons and Trafficking in the Internet  
16:00-17:30 Class on IBM Technology

Saturday, May 8th

10:30-11:15 Opening Remarks and Welcoming Messages - Bilingual  
12:00-13:00 Human Trafficking in Canada

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BREAK

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14:00-15:00 Human Trafficking and Data Analysis  
15:00-16:30 Panel Discussion: Trafficking and Vulnerable Communities: human and technological challenges

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BREAK

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17:00-18:30 Workshop: Design Thinking

Sunday, May 9th

10:30-11:30 Technical instructions for the competition for participants Q&A  
11:30-12:30 Data available for the competition and Mentors

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BREAK

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13:00-14:00 Case study: Exploitation and Gaming  
14:00-15:00 Case study: Criminal prosecution and victim perspectives

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BREAK

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16:00-17:30 Workshop: Pitch



#### 4. ELIGIBILITY AND REQUIREMENTS TO PARTICIPATE

- Be a person over 18 years of age at the time of registration.
- Form multidisciplinary teams, with a minimum of four (4) and a maximum of five (5) members, made up of data scientists, developers, programmers, designers, students or professionals in business, finance, political science, law, social work, psychology, sociology, international relations, marketing or related careers.
- Each team must have at least one (1) data scientist, developer or programmer.
- The team members may be undergraduates, graduates, and professionals with knowledge in the development of technological solutions, data analysis, design, marketing, business and/or finance, as well as human trafficking, human rights, crime prevention, justice, victim care, among other related areas.
- The undergraduate students that make up the teams must be studying at least the year or semester that represents 60% of their career.
- Expressly accept the terms and conditions of the DataJam Against Exploitation.

#### 5. REGISTRATIONS

- The teams will be registered by entering the event website and completing the registration form within the established time. To process the registration request is necessary to expressly accept the Terms and Conditions of the DataJam Against Exploitation in the registration form and any other appendix required by the Organizers.
- The teams must guarantee the multidisciplinary and complementary nature of their members. Each team must have at least one (1) data scientist, programmer or developer. Otherwise, the registration will be discarded.
- The number of places available will be 200 (between 40 and 50 teams). The organizers reserve the right to select the teams that will participate based on the multidisciplinary and complementary nature of its members' profiles, the answers on the registration form and, in general terms, the participation and registration requirements. The Organizers of the event may extend the number of places if they consider it necessary.

#### 6. WORKING MATERIAL

Each participant must have a computer with the requirements (hardware and software) they consider necessary plus Internet access. The Organizers of the Event will provide access to IBM technologies, digital tools for collaborative work, and communication, as well as the data sets necessary for the development of the competition. Participants will be able to collect, create and use their own data sets and any other tool or material they consider necessary.



### Technological tools

Event Organizers will provide access to the IBM Cloud suite, IBM Cognos Analytics and other IBM technologies if necessary. Likewise, to facilitate collaborative work, effective communication between Organizers, mentors and participants, and the evaluation of solutions and data use cases, tools such as Slack and GitHub will be used. Participants will be able to use other Open Source resources and additional communication and coordination tools if they require it as long as they have the necessary licenses and permits.

## **7. DEVELOPMENT OF THE EVENT**

The competition will take place between May 7 and May 17, 2021. The final agenda of the Event will be shared with the teams selected to participate. Participants must digitally attend to the moments defined in the competition's agenda, such as the opening of the Event, workshops, mentoring, and winners' announcement on the designated dates and times. In the digital spaces where group activities will occur, order and good behavior will be necessary to favor the work of the participants.

### Disqualifications

A participant, team and/or the solutions or data use cases developed by it, may be disqualified if the Organizers has reason to believe, in the Sponsor's sole discretion, that your Submission (a) contains any element that is malicious, corrupt, damaged, incomplete, inappropriate, or offensive; (b) violates the terms of use of any social media service, website, mobile application or any other platform used in connection with your Submission; (c) infringes any third party intellectual property rights; (d) violates any applicable law or (e) violates or does not comply with any section of this Participation Agreement.

All disqualification decisions are final and are not subject to appeal.

### Withdrawal

All participants will be free to withdraw from the Event at any time through a due written notification to the Organizers and prior communication to the team to which they belong. It is understood that the team and the remaining members continue in the competition, as long as it maintains the participation requirements. Withdrawal from the Event excludes the participant from obtaining any mention. If the team that presents this situation won, the person who withdraws, waives to file any appeal as a beneficiary. If more than one participant from the same team decides to withdraw, the team will be disqualified, and the remaining members will be excluded from the competition.

## **8. EVALUATION AND SELECTION**

Each team has one opportunity to convince the jury that its solution and/or data use case can positively impact the counter-trafficking field in Canada. The data-based solution and/or data use case developed by the teams and any other material submitted in connection with the Event will be



referred to herein as Submission. Submissions must contain at least the solution (prototype) and/or data use case, and a video pitch. It may also include code, project entry information, illustrations, demonstration videos, supporting documentation, promotional materials, and team participant information. Instructions will be provided on how to submit your project.

A panel of judges will evaluate each Submission using a combination of judging criteria as described in this section. Notwithstanding the previous, the Organizers may reject any Submission that does not satisfy the Event's objective. Each Submission will be scored based on the following criteria with a minimum score of 0 and a maximum score of 25 points, with the final score being the average of the judges' scores and an assessment of:

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|-----------------------------------|----------|
| ■ Creativity and innovation       | 5 points |
| ■ Completeness and functionality  | 5 points |
| ■ Scalability and transferability | 5 points |
| ■ Design and usability            | 5 points |
| ■ Effectiveness and efficiency    | 5 points |

Besides, Submissions must be aligned with the following criteria:

- A.** Adhere to the terms of this Participation Agreement and the rules stated at the beginning of the Event;
- B.** Not breach the terms and conditions of any embedded software or services used by your Submission, including, IBM technologies, which you accept separately from this Participation Agreement when you choose to use those technologies;
- C.** Not contain any malicious code or backdoors;
- D.** Not contain, depict or refer to any crude, vulgar, obscene, sexually explicit, disparaging, discriminatory, offensive, illegal or otherwise unsuitable language, activity or other content (all as determined by the Organizers in their sole discretion);
- E.** Not contain, depict or refer to any content which disparages or refers negatively to a Organizer, the Event, or any other person or entity (all as determined by the Organizer in their sole discretion);
- F.** Not contain any content that violates any law or any third party's rights (including privacy, personality and intellectual property rights).
- G.** All Submissions must make use of one or more IBM Cloud services or IBM Systems (using public, private, or hybrid models).
- H.** You may use any coding languages or open-source libraries.



## **9. AWARDS AND RECOGNITIONS**

The prizes will be awarded in the manner and time indicated by the Organizers. The cash and in-kind prizes are valid only for the teams that register and participate in Canada. In case the winning team is disqualified for any reason or cannot receive the prize, the team that occupies the second place will be awarded this prize. Upon receiving the prize, the winners accept it and are responsible for it from that moment. The winning team may be required to sign additional agreements related to the prizes and develop solutions and/or data use cases.

|              |   |
|--------------|---|
| First place  | One thousand Canadian dollars (CAD 1,000) |
| Second place | Five hundred Canadian dollars (CAD 500)   |
| Third place  | Five hundred Canadian dollars (CAD 500)   |

In-kind prizes will also be attributed.

Certification: All participants will receive a certification that will certify their participation in the competition.

## **10. CONFIDENTIAL INFORMATION**

The handling of the information will be subject to the confidentiality policies indicated here and the confidentiality policies of each of the competition's organizing entities. Confidential information cannot be disclosed without explicit authorization. The person or persons who disclose confidential information will be disqualified from the competition and assume before the Organizers the responsibility for the damages derived from that act.

### **Confidential information is understood as:**

Any technical, financial, know-how, commercial, business, marketing, strategic and process information; lists of clients, investors and employees; algorithms, programs, pieces of research, copyrights, patents, models, inventions, investigations, reports, and any other similar information indicated by the Organizers of the contest. Confidential information comprehends all the information provided through any means (verbal, written, visual, digital, among others) by the Organizers.

### **Nature of the information:**

Any material, information, question, comment, suggestion, data or idea that the participants of the DataJam Against Exploitation send or publish will be treated as non-confidential by the Organizers. For instance, the Organizers may use, reproduce or share for any purpose, including, but not limited to, the development of projects or services that incorporate such information. The organizers do not assume any obligation to protect that information and have the right to disclose and reproduce it.



### Property of confidential information:

All confidential information shared with the participants will remain the Organizer's property. Participants will not obtain any right over the information or its use, except for the contest's purpose. By accepting these Terms and Conditions, participants waive any claim regarding confidential information.

## 11. COPYRIGHT, INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS

By accepting these terms and conditions, the participants declare that the solutions and data use cases created during the Event are the exclusive outcome of their intellect and for instance, developed without violating or usurping copyrights of third parties and without any conflict regarding intellectual and/or industrial property rights (trademarks, patents, copyrights, etc.).

Participants own the rights to the Submission they create during the Competition, subject to any license terms of the underlying technology used in the Submission. By accepting this Terms and Conditions the participants grant the Organizers a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive license to use, publicly perform, publicly display, or publish any Submission in whole or in part that is submitted to this Event, for any purpose, including the purposes of allowing the Organizers to test and evaluate the solutions for the Prize award and develop the solutions after the Competition.

Thus, all concept, code, algorithm, analysis, application, map, video, photography, formula or any other document that is created, developed, modified, discovered, improved or in some way prepared by the participants within the development of DataJam Against Exploitation will be granted to the Organizers.

## 12. VIDEO TAPING AND STILL PHOTOGRAPHY

By participating in the Event, participants agree to be photographed and videotaped by the Organizers or their contractors without receiving compensation of any kind. Participants understand that the images and footage may be broadcast, displayed, reproduced, edited, exhibited, used and distributed by either Organizer over the Internet and/or any other communication medium now existing or hereafter created, for promotional, revenue producing and/or any other purpose as the Organizers determines in its sole and absolute discretion. This authorization explicitly includes the use of your name, likeness, and/or voice. Participants may opt-out of being photographed and/or videotaped by informing Event staff upon check-in at the Event that you do not consent to be photographed or videotaped, or by approaching the photographers or videographers directly.

Participants who prefer not to be photographed and/or recorded can inform the Organizers sending an email to [info@cipc-icpc.org](mailto:info@cipc-icpc.org), indicating they do not consent to be photographed or recorded.



### **13. LABOR INDEPENDENCE**

The participants are independent people who have full technical, administrative autonomy for the execution of the objective to be developed in the Event. Therefore, the members that make up each team will NOT be subject to labor subordination with the organizers. Consequently, this event does not constitute an employment agreement and will not give rise to any benefit between the participants and the Organizers.

### **14. PROTECTION AND PROCESSING OF PERSONAL DATA**

This privacy and personal data protection policy (hereinafter the Policy) regulates the collection, storage, processing, administration, transfer, transmission and protection of information received from third parties through the different channels of information collection (hereinafter Personal Data) that the Organizers have made available to the general public in accordance with the provisions contained in Chapter III, Respect of reputation and privacy, art.37 of the Civil Code of Quebec (C.c.Q.), Division II Collection, use, release and keeping of personal information of the Act respecting access to documents held by public bodies and the protection of personal information (S.Q.) and Division II Collection of personal information and Division III Confidentiality of personal information of the Act respecting the protection of personal information in the private sector (S.Q.) and other applicable regulations, which stipulate general provisions for the protection of personal data.

The application of the Act respecting the protection of personal information in the private sector's provisions stems from the fact it has been deemed substantially similar to the Personal Information Protection and Electronic Documents Act (PIPEDA).

The International Centre for the Prevention of Crime shall be responsible for the processing of Personal Data, as defined in the provisions contained in Chapter III, Respect of reputation and privacy, art.37 of the Civil Code of Quebec (C.c.Q.), regarding the privacy of each third party who provides personal data through the different collection points arranged for this purpose. The International Centre for the Prevention of Crime shall receive the aforementioned information, shall store it safely and adequately. Organizers shall not prevent participants from verifying the accuracy of the information and shall observe their rights relating to access to this information, updating, correcting and deleting the information provided to the International Centre for the Prevention of Crime.

The International Centre for the Prevention of Crime shall collect Personal Data for consultation and processing purposes, in view of the following specific objectives:

- (i) Perform basic administrative management tasks concerning the development of the competition.



- (ii) For any purpose that International Centre for the Prevention of Crime determines in favor of the objectives and guidelines of the DataJam Against Exploitation

Personal data means personal information provided to International Centre for the Prevention of Crime, in any way and through any channel for the collection thereof, by third parties, which includes, data such as first names, surnames, age, date of birth, type and number of personal identification document, sex, physical address, email address, landline telephone number, mobile or cell phone, city of residence and occupation.

The information that the owner voluntarily provides must be truthful and complete, and will not be used, processed or transferred beyond the limits permitted by the participants defined in their declaration of consent, under Chapter III Respect of reputation and privacy of the Civil Code of Quebec (C.c.Q.) or the applicable legislation in force, that is, for the purposes set out herein. International Centre for the Prevention of Crime shall share and transfer the information only if required to do so by order of a judicial or administrative authority.

## Canada disrupts human trafficking

*Le Canada lutte contre la traite des êtres humains*



Funded by the  
Government  
of Canada

