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Thank you for subscribing to our quarterly newsletter about Project Bijou – in this issue:

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### **[Project Bijou in a nutshell](#)**

Project Bijou is a social initiative we are launching in the Bailiwick this week (24-28 May 2021).

It aims to:

- encourage understanding and positive engagement with data protection at a **cultural level** to broaden the narrative beyond a tick-box approach.
- create a **positive shift** in cultures and behaviours within regulated organisations in their approach to data protection compliance.
- **counter mis-information** by providing access to high quality and relevant information to support data protection awareness and compliance.
- normalise the desire and demand for **ethical data handling** practices in our jurisdiction.

Our [Strategic Plan](#) sets out how we want to deliver the best possible outcomes for our jurisdiction. But strategy must always be more than words – it must point the way towards delivery of action. This project flows from our strategic aims and sits alongside the other important strands of our regulatory activities.

### **Want to go deeper?**

- [Please read this detailed summary](#) of the Project, which includes the Code and a Toolkit.
- Or you can [watch these short animations](#):



## How the Launch Week works (24-28 May 2021)

Head over to [odpa.gg/bijou](https://odpa.gg/bijou) to take a look at the content we've pulled together from 30+ contributors across five themes. Each day of the launch week has a different theme, and the content for each day will be released as follows:

- DAY 1 (24 May) the effects **data harms** have on people
- DAY 2 (25 May) why **better engagement** is needed
- DAY 3 (26 May) the role **culture** plays in data and vice versa
- DAY 4 (27 May) what drives **behavioural change**
- DAY 5 (28 May) the **benefits** of looking after personal data well

We have deliberately structured the launch week like this so that you can access each day's content at your convenience. By the end of the week (28 May) all the theme content will be available, and will stay there to be viewed/read/listened to whenever you choose.

## Message from Emma Martins

Conversations around data and its protection often focus heavily on technical and legal issues or on enforcement and fines. Those things are important, but they are parts of a much bigger picture. This is not just a technology or legal issue, it's a social and cultural one that affects every single one of us too. What we hope to do with Project Bijou is encourage a re-framing of these conversations so that we all feel involved and empowered. We are more than spreadsheets, and we are more than consumers – first and foremost we are human beings.



Knowing that human beings respond to other human beings – their experiences, their thoughts, their lives, we have tried to harness that connection with Project Bijou. We all have the capacity to learn, empathise, collaborate, and improve. All of these are fundamentally human experiences, and they can be hugely powerful in shaping the way we think and behave.

This is not about me, or anyone else, telling you what to do – who to give your data to, which social media platforms to use and which to avoid – this is about giving you the information to help you make good decisions, understand the potential consequences of those decisions and know what to do if things don't go to plan. The more we know and understand, the more empowered we are to engage with all the arising issues.

The launch week of Project Bijou is just the beginning. Look at it as the start of a community conversation - a conversation that starts to move this issue from the realm of 'someone else's issue/problem', to 'this is an issue about me and about my friends and family and I have a voice' because our behaviour and our choices matter. We can choose to hand power to others or we can start to reclaim it for ourselves and help others reclaim it too.

I do hope you find something useful and interesting in the content for our launch week. If you only

take one thing away (and share it!), that will be great. Of course, I hope very much that you will take more than that away (and share it!).

Remember - **You matter. Your data matters. Spread the word.**

- Emma Martins

Data Protection Commissioner

Bailiwick of Guernsey Data Protection Authority

## Over to you: suggested 'project work'

If you wish to play an active part in Project Bijou, below are some suggestions for what you can do during the launch week and beyond:

### 1. Start the conversation

Choose content [from the launch week contributors](#) and share it - **in person** (if you can) - with your workplace, or others in your life. Use it to start a conversation. You may wish to make this a planned, regular thing (particularly in your workplace) where you get together with others and discuss ethical data use.

### 2. Pick up your 'Bijou Box'

Make a note in your diary to pop into the ODPa ([find us here](#)) **during the week of 14 June to collect your very own Bijou Box**. The box itself, and its contents, are designed to help keep the project in your mind, and to spark conversations with others.

PLEASE NOTE: stocks are very limited and only available on-island. First-come first-served.

### 3. Tell a 'data harms' story

Project Bijou is all about helping people who don't 'get' data protection to understand why it matters. Take a look at [Theme 1's content](#) (released today) to find real examples of the harms data protection seeks to avoid, and talk them through with someone in your life/work who may benefit from hearing about them.

Take a look at the [Toolkit \(page 8 of this document\)](#) for other suggested project work.

**Thank you** for your interest in Project Bijou - next quarter's newsletter will be sent in late August 2021.

Please review what newsletters you want from us



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