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 launched in 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](#)**:

**What is Project Bijou?**
Project Bijou is a social initiative

Aiming to engage and support our community to positively influence and improve outcomes in how personal data is treated.



**How Project Bijou got its name**

Jewel

## Message from Emma Martins

Welcome to the fourth of our Project Bijou newsletters and the first of 2022.

It is lovely to have over 140 subscribers now and we are grateful to each and every one of you for taking an interest and being part of something new and exciting for the Bailiwick.

Project Bijou, which seeks to engage us in cultural context through the sharing of stories and experiences, was launched last year but the launch was always only ever going to be the start. Our aim was to begin a wider and more inclusive conversation with the whole community. It is an important pillar of the work done by the Office of the Data Protection Authority to empower individuals and encourage self-enlightened compliance by the regulated community.

We started the Project by having conversations with a number of different people from different backgrounds and with different perspectives and we will continue to add to this library of experiences and stories in the months and years to come. If you want to be involved or know someone who would be a great contributor, please do let us know.

I am delighted to be able to give an update on our Project Bijou 'seed programme' which we launched on 28 January, which was also Data Protection Day. This part of Project Bijou aims to connect directly with children and young people to help them safely navigate the digital world that they all now inhabit. Over 90 'Bijou Boxes' were handed out to Year 6 at St Martin's Primary School to mark Internet Safety Day on 8 February.

In better appreciating that the decisions we make today around data usage will not only affect us, but also the generations to come, we want to encourage a more positive and ethical approach. We owe it to ourselves, but importantly also to them, to act responsibly and with integrity **because the way we treat data is the way we treat people**. Building a culture of compliance is good for so many reasons. For young people to have an early introduction to the hugely important social and ethical questions and challenges that arise in this area will empower them as citizens and it will also give them a depth and breadth of tools when they enter the increasingly data-driven workplace. It has been humbling and inspiring to connect with our younger community, most recently at an event to support Young Enterprise where two of our staff got to experience, first-hand, the incredible energy, curiosity and interest that our young people have. We are very excited to be further developing this important area of our work as we look to the future and our collaboration with the wonderful Charlie Cox and her team from the Youth Commission (we've done a podcast on it: 'Taking outreach to another level - partnering with the Youth Commission') will strengthen that even further.

Lastly, we are going to be launching the 'Bijou Lecture' the week of 23 May to mark 1 year since the launch of the project. More details coming soon, but in the meantime you can register your interest here.

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

 - Emma Martins
Data Protection Commissioner
Bailiwick of Guernsey Data Protection Authority



**NEW contributor: Rachel Masterton**
We are very grateful to our Deputy Data Protection Commissioner, Rachel Masterton for writing our latest piece of Project Bijou content. Rachel's blog ['Preventing data harms: the driver for a career in data protection'](#) highlights the importance of having a genuine understanding of what the law allows and that there is both a legal and moral imperative to prevent data harms.

**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:

1. **Continue the conversation**
   Revisit 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. If you have any form of staff training sessions booked, think about adding some of the content to support that.
2. **Pick up your 'Bijou Box'**
   If you haven't already done so, come visit the ODPA to pick up your 'Bijou Box' ([find us here](#)). 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. **Save the date**
   We are in the early stages of planning a 'Bijou Lecture' sometime in the week of 23 May 2022, to mark the project's first anniversary. We'd love to have you there, **so please register your interest here** and we'll send you more details soon.

 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 May 2022.**