



Message from Emma Martins

Welcome to the fifth Project Bijou newsletter.

It is lovely to have over 160 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.



This month as we celebrate the Project's first anniversary we are thrilled to share with you the inaugural [Bijou Lecture with Susie Alegre](#). In this short lecture, Susie covers how human rights and data protection are fundamentally linked, and how small island jurisdictions like Guernsey have an important role to play in the evolving digital landscape.

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

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

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](#):



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.

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 2022.



The Office of the Data Protection Authority

St Martin's House, Le Bordage, St. Peter Port, Guernsey GY1 1BR

+44 1481 742074

enquiries@odpa.gg

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