



Your latest monthly update from The Office of the Data Protection Authority.

## Highlights...

**New guidance published:  
Direct marketing**

### **NEW GUIDANCE: Direct marketing**

Read our new guidance on '*Direct Marketing - A Guide for Organisations*'.

**Data Protection for Charities**

### **EVENT: Data protection for charities**

Join us for a tailored data protection session for local charities.

**"AI - it's just people actually"**

### **TRANSCRIPT: "AI - it's just people actually"**

Read a transcript of our Deputy Commissioner's talk.

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## **This month's update from our Commissioner, Emma Martins**

"It is hard to imagine, but there was a time, not too long ago, when those of us working in data protection had a very tough time getting it on any agenda, let alone the public one. Today we are overwhelmed with stories about the new revolution we find ourselves in. The launch of ChatGPT has heralded a new chapter of public interest and discourse we have not seen before as technologists, politicians, philosophers and the media contemplate the huge impact advances in AI will have on all aspects of our lives.

It is at once terrifying and wonderful to be in the midst of this moment in history.

Terrifying because of the potential for very significant harms if new technologies are rolled out without being embedded in human values and ethics. Wonderful because of the potential for good, if these things are embedded from the outset.

It has always saddened me that data protection is so often framed as 'anti-innovation' and 'anti-progress'. It is neither of these things. It provides a **framework** that, if followed, ensures the progress we make, especially in areas such as artificial intelligence, is built on human values rather than the exploitation of them.

This month sees the five-year anniversary of the EU's GDPR, and our own equivalent legislation. Questions of regulation (what it should look like and how it should be done) have never been more relevant and more challenging.

The speed of technological advancements is increasingly hard to keep up with, even for those working in the area. Living, as we do, in a small jurisdiction, it can be easy to think that we are not part of these bigger conversations. But they are relevant for every single one of us.

Personal data (any information about a living person) feeds our economy and goes to the heart of how we treat each other.

In the work that we continue to do here at the ODPa, we recognise that the law is critical. It needs to be complied with and infractions dealt with. But we also know that legal compliance is more likely where we have engaged hearts and minds.

Encouraging an appreciation of why the law's protections matter for us all and building a clear purpose in doing all we can to promote high standards of data governance is good for the Bailiwick because it supports our economy and it supports our democracy. We should not take those things for granted.

The five-year anniversary is an opportunity to keep the conversations going and aim for more inclusive and constructive dialogue across our community as we look to the challenges of navigating our digital future."

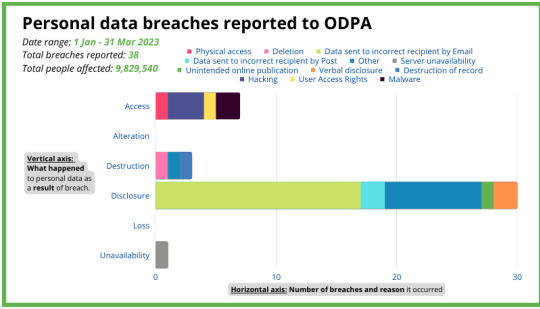
- Emma Martins  
Data Protection Commissioner  
Bailiwick of Guernsey

## News in brief...



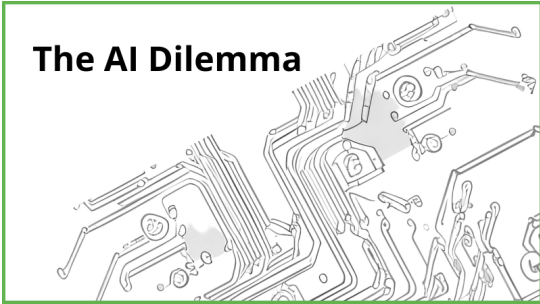
### **Beyond our shores**

Read our monthly round-up of recent data-related developments from around the world.



## Latest breach statistics published

Personal data breach statistics will now be published quarterly, including two new criteria: **severity** of reported breaches and the total number of **people** affected.



## The AI Dilemma

Inspired by a 'call to arms' by the Center for Humane Technology, our Commissioner Emma Martins ponders the wisdom of pausing the development of powerful AI systems to allow safety protocols and legislation to catch up.

## Reading recommendation...

**Read full review at:**  
[odpa.gg/books](https://odpa.gg/books)

## 'Beyond Data – Reclaiming Human Rights at the Dawn of the Metaverse' by Elizabeth M Renieris

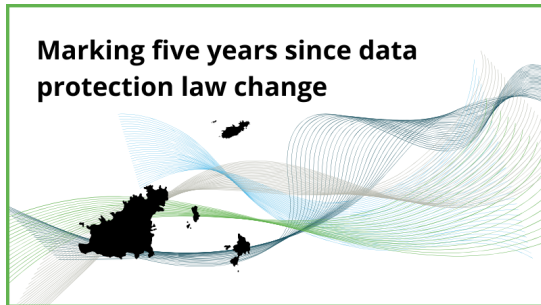
Elizabeth Renieris is a Senior Research Associate at the Institute for Ethics in AI at the University of Oxford and one of the leading experts in this field. We are honoured that she has agreed to deliver the 2023 Bijou Lecture.

## Coming soon...



## The Bijou Lecture 2023

The second annual Bijou Lecture, will be released on 25th May. This year's guest lecturer is University of Oxford's Institute for Ethics in AI senior research associate Elizabeth M. Renieris - an expert on data governance and the human rights implications of new and emerging technologies.



## 5th Anniversary of the Law

The 25th May 2023 marks the fifth anniversary of *The Data Protection (Bailiwick of Guernsey) Law, 2017* coming into force.

The Bailiwick's law was drafted to reflect the EU's General Data Protection Regulation (GDPR). This approach is designed to ensure Bailiwick citizens have important rights in this digital era and to ensure the continued free flow of data to and from the Islands which is vital for our economy.

We will be marking this milestone with a selection of new content.

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