



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

Highlights...



Bailiwick's gambling sector pledges to make improvements

Commissioner Brent Homan shared details of the 'GPEN Sweep' investigation into Gambling companies at the Islands Data Governance Forum in Gibraltar.



46th Global Privacy Assembly

We are pleased to participate in this year's Global Privacy Assembly Annual Meeting and to support our channel counterparts, the Jersey Data Protection Authority as they host this year's event which runs for the week commencing 28 October.

An update from our Commissioner, Brent Homan

What is a deceptive design? Do you know what is meant by 'dark patterns'?

While you might not be familiar with the terms, you likely encounter them on a daily basis.

Regret signing up to that online clothes outlet promising designer discounts but can't find the unsubscribe button?

Chances are that deceptive design patterns are in play. And they are surprisingly commonplace.

Our office took part in the annual Global Privacy Enforcement Network (GPEN)'s Global Privacy Sweep earlier this year, alongside 52 other data protection and consumer authorities around the world.

Each authority looked for 'dark patterns', which are techniques that drive people

down the least privacy-friendly route, leading users to give up more information than they intend or thwarting attempts to delete data.

The ODPA focused on the gambling sector. We found indicators of 'dark patterns' in every one of the 19 online gaming sites reviewed.

Once the Sweep results were published, the ODPA reached out to all operators of the sites with its concerns, inviting them to improve their data protection practice. And you know what? It worked. An impressive 78% of those companies contacted made commitments to address the ODPA's concerns and improve their practices.

Not a bad result for a small DPA located in the middle of the English Channel. We applaud the willingness of companies to address dark pattern concerns.

Their collective efforts will lead to a greater respect for customers' privacy and consumer rights that will benefit their global customer base. For more details, check out my blog on the issue: [Dark patterns and the gambling industry · ODPA](#)

In other news, we have released the third annual Bijou Lecture.

This year's edition features Dr Victoria Nash, a Guernsey born academic and online safety expert who explores many of the opportunities and challenges facing children and young people as they navigate the online world. It's a fascinating and insightful listen that can spark discussion with the whole family!

This edition is packed with plenty of other highlights from the ODPA's activities in the summer and early autumn, so grab your favorite tea or coffee and enjoy!

Brent Homan
Data Protection Commissioner
Bailiwick of Guernsey

Headlines...

Data dilemmas



Data dilemmas: deciding when to delete and when to save important records

Deputy Data Protection Commissioner Rachel Masterton discusses understanding your data and how to ensure your approach to handling it does not leave your organisation exposed.

The Bijou Lecture 2024



with Prof. Victoria Nash

The Bijou Lecture (2024)

Dr Victoria Nash is a Guernsey-born academic whose research focuses on children's use of digital technology, both the opportunities and the risks that it poses. In this year's lecture she shares her insights with the ODPA's Data Protection Commissioner Brent Homan.

Spotlight on guidance...

Defending your organisation from external threats



Guidance

Every month we focus on a key piece of guidance to help navigate the complexities of the law.

We advise organisations to adopt a layered approach to security, including several complementary measures to further [reduce the risk of compromise by external threats](#).

[Read all our guidance resources here.](#)

News in brief...



Summer Holiday Colouring Competition

Thank you to the Guille-Allès Library for hosting our summer colouring competition. We were pleased to receive so many fantastic entries and two lucky winners were awarded book vouchers.

Busting the privacy paradox



To share or not to share?

Busting the privacy paradox

Commissioner Homan discusses how privacy is not about “secrecy” but “autonomy and control” demonstrating how people can both “care” about their privacy and choose to “share” their information.

Beyond our shores

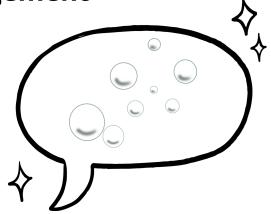


Beyond our shores

From cyber attacks, to huge hacks, to regulatory action - find out what's been happening in the world of data recently.

Coming up...

Speaking engagement



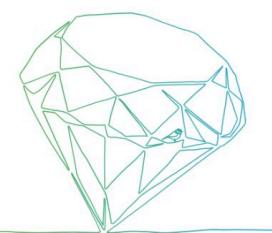
[Island Data Governance Forum Conference - Tales and tips on tackling breaches](#)

No-one wants to experience a personal data breach but for anyone working with people's data it's something we all must be ready for. Join us and get prepared.



[48th Global Privacy Assembly](#)

The Jersey Data Protection Authority is hosting this year's Global Privacy Assembly Annual Meeting - which runs for the week commencing 28 October.



**Project
Bijou**

Project Bijou is an ODPA social initiative that encourages everyone to share stories, knowledge and experiences related to ethical data use. It is a growing resource of **over 50 inspiring speakers** from around the world organised to resemble a free online conference.

[Discover Project Bijou](#)



Project Bijou Seeds is the arm of Project Bijou aimed at engaging the Bailiwick's young generations. It forms part of our strategic plan, and statutory obligation to raise children's awareness of their rights, and to understand their responsibilities to others.

[Discover Project Bijou Seeds](#)

Office of the Data Protection Authority (ODPA)

[Block A, Lefebvre Court, Lefebvre Street, St Peter Port, GY1 2JP](#)

info@odpa.gg

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