THE OFFICE OF THE
Data Protection Authority

Strategic Plan

2026-2029

Our plan to deliver effective and independent data protection regulation.

Our vision

A safe and prosperous community where people can trust that their personal information will be used responsibly.

Our purpose

We safeguard people's data rights by protecting them against harm and promoting the responsible use of personal information.

Our approach

We achieve this through:

- Placing the promotion of data rights and the protection of individuals at the heart of everything we do.
- Education and outreach.
- Helping organisations get things right.
- Allowing innovation to thrive, but safely.
- Taking proportionate, assertive and agile enforcement action against significant non-compliance.

Our core values

- **Impartial and ethical:** We are independent. We do what is right, not what is convenient, maintaining the highest standards of ethical conduct.

- **Cooperative and accountable:** We engage authentically with stakeholders. We are transparent and seek constructive relationships to achieve effective outcomes and value for money.

- **Ambitious and progressive:** We strive for excellence and lead in areas that require our expertise. We value privacy, innovation and continuous improvement in an ever-evolving environment.

Our Regulatory Pillars

These three principles shape our regulatory posture and strategic actions:

Our Regulatory Pillars *continued*

1. Balance

We choose the right tool for the right situation. We are fair, proportionate, and evidence-based. Through education, we help organisations build a culture of proactive compliance, but we will enforce the law assertively when necessary.

2. Trust

We earn trust by acting with integrity and living our core values:

- **Impartial and ethical**: We are independent. We do what is right, not what is convenient, maintaining the highest standards of ethical conduct.

- **Cooperative and accountable**: We engage authentically with stakeholders. We are transparent and seek constructive relationships to achieve effective outcomes and value for money.

- **Ambitious and progressive**: We strive for excellence and lead in areas that require our expertise. We value privacy, innovation and continuous improvement in an ever-evolving environment.

3. Partnership

As a small regulator, we embrace the 'Power of Partnership' to expand our capacity to take action and amplify the impact of our actions. Strong domestic and international relationships are vital to protecting the Bailiwick's personal data from misuse. Together, we ensure the Bailiwick remains a trusted and competitive jurisdiction.

Challenges we face

As the digital environment evolves, we must confront specific challenges:

- **Promoting proactive compliance:** Moving away from seeing compliance as a burden to seeing it as an ethical responsibility that builds trust.

- **Managing breach risks:** Breaches have a disproportionate impact in a small community like ours.

- **Engaging our community:** Communicating obligations and harms in ways that resonate with people's everyday lives.

- **Technological innovation:** Supporting innovation, such as safe and secure AI, while preserving the privacy and dignity of the individual.

Strategic priorities

—

We will publish an annual Work Plan and review our progress every quarter. This plan will ensure accountability while improving our efficiency and effectiveness across these three priorities:

1. Educate society, equip individuals, and influence culture

We aim to inspire lasting cultural change by empowering people and organisations to value personal data. We nurture the next generation to use technology safely, respectfully and confidently.

- **Key action** Establish a benchmarking survey to gauge awareness of the law, our approachability and effectiveness.

- **Key action** Develop our outreach programme to encompass all sectors of the community, especially vulnerable and minority groups.

- **Measure** Deliver sessions to 90% of targeted year groups in primary and secondary schools.

- **Measure** Conduct 25 community drop-ins and 10 workshops for individuals and organisations annually. Annual benchmarking surveys.

2. A modern, safe, digital society and economy

We encourage organisations to adopt responsible, privacy-conscious practices that enable innovation and data protection to thrive side by side. We will provide our regulatory expertise to support the States of Guernsey to ensure our Bailiwick remains flexible, competitive, and aligned with international standards while respecting individuals' data rights.

- **Key action** Develop and implement our Business Intelligence Strategy to promote organisational efficiency and deliver streamlined and efficient regulation.

- **Key action** Lead on the safe and responsible use of AI and explore automation to increase our capacity.

- **Key action** Focus key domestic and international partnerships to promote the Bailiwick as a safe, technologically advanced place to do business to the benefit of the community.
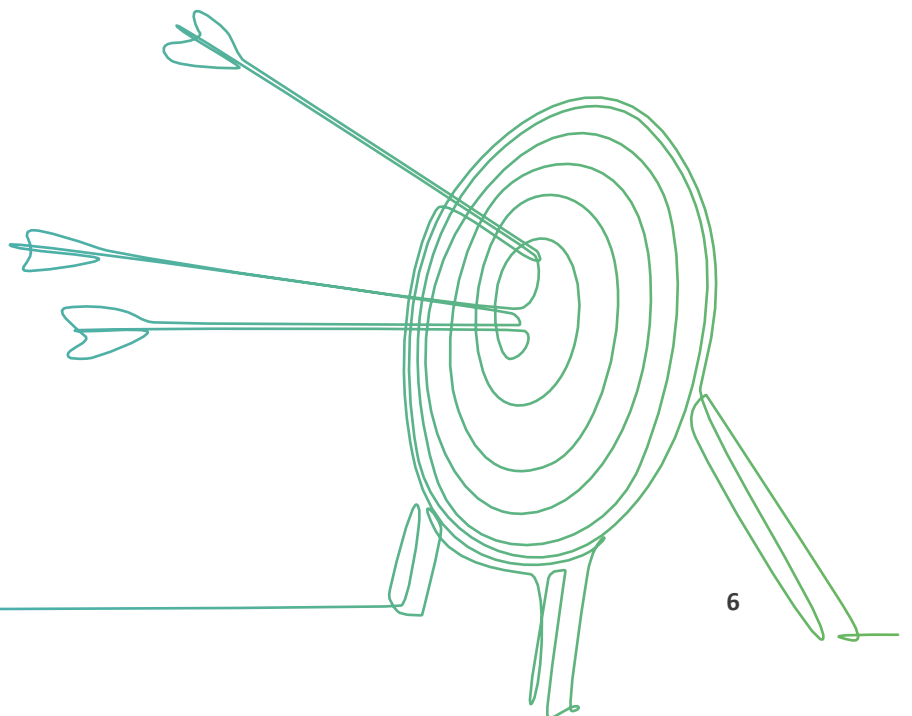
- **Measure** Annual benchmarking surveys.

Strategic priorities *continued*

3. Assertive Agile Enforcement (AAE)

Enforcement is a tool to elevate data protection practices and protect individual rights.

- **Key action** Publish our Assertive Agile Enforcement approach to demonstrate transparency and our commitment to achieving effective outcomes.

- **Key action** Use proactive sector-specific compliance reviews to drive industry-wide improvement.

- **Measure** Resolve 90% of complaints and breaches within 12 months. Annual benchmarking surveys.

THE OFFICE OF THE
Data Protection
Authority

The ODPA is the independent body mandated to regulate the Data Protection (Bailiwick of Guernsey) Law, 2017.

We are funded entirely by registration fees and operate independently of the States of Guernsey to provide impartial oversight. This independence is essential for safeguarding islanders' rights and supporting the Bailiwick's digital ambitions.

📞 +44 (0) 1481 742074

✉️ info@odpa.gg

🌐 odpa.gg