



Thank you for subscribing to our quarterly newsletter about Project Bijou – in this issue:

1. [Message from Emma Martins](#)
2. [NEW contributor: Louis Rosenberg](#)
3. [NEW contributor: Emma Butler](#)
4. [NEW contributor: Joh Harvey](#)
5. [Over to you: suggested 'project work'](#)

## **Message from Emma Martins**

Welcome to our latest Project Bijou newsletter.

You are part of a small, but growing community, for our first newsletter of 2022 there were 140 subscribers. Today there are precisely 214 of you.

Presenting the two Bijou Awards to the very worthy winners at last month's awards event, run by Islands Data Governance Forum, will stay in my memory for a very long time. How wonderful to have a chance to celebrate those people who go above and beyond and who make such a positive difference in our community. It prompted me to reflect on the journey we have been on with Project Bijou since its launch in 2021.

The project started when we spent time reflecting on the Law, what it was setting out to achieve and how we could best encourage and enable those goals to be achieved successfully. We also rooted those conversations around the importance of human behaviour. When people understand why something matters, they engage much more positively with the steps required.

This may sound a rather obvious starting point, especially when looking at such a wide-ranging piece of legislation, but I am frequently struck by how little we engage with some of the rights and protections we are fortunate to enjoy in our Islands.



We were also mindful of what history can tell us about the role of culture in communities. Law plays a vital role, but it is by no means the only thing that influences us. Arguably, it is our own moral and ethical compass that exerts the most influence. Think about conversations around climate change. They are rarely conversations about law. Rather, they are conversations about our responsibility to each other, to our planet, and to future generations. Against that backdrop, Project Bijou aims, first and foremost, to trigger more conversations, positive engagement and a normalising of ethical and legal use of personal data (information/facts/opinions about you). It is a cultural effort as much as a legal one.

When we talk about culture, we mean the attitudes, the values, the aspirations, the identity we all have individually and collectively. We may not actively think about these things very often, but they have a profound effect on our lives and how we live them. It has a direct impact on our behaviours – what we do and why we do it.

We want to encourage us all to care, not because we say you should but because its importance is clear to you.

Our aim is also not to talk AT you, but to bring the issue TO you in a relevant and positive way. Since its launch we have added a rich array of content from all sorts of different voices. Each one brings a unique and powerful perspective, one that we can all learn from and build upon. Think of it as a library – you can [have a browse at your leisure](#).

- Emma Martins

Data Protection Commissioner

Bailiwick of Guernsey Data Protection Authority



**NEW contributor:** [Louis Rosenberg](#)

**WATCH / READ TRANSCRIPT:**

['Real guardrails in immersive technologies: navigating the metaverse safely'](#)

**AT A GLANCE:** This is an in-depth video Q&A with an augmented reality expert exploring opportunities and challenges presented by augmented and virtual reality technologies.

**BACKGROUND:**

You may be unfamiliar with the term 'metaverse' and what exactly it is. Some believe it is the 'next big thing' in the tech world, others will tell you it is already here. The reality is that billions of dollars have already been invested into metaverse technologies where people live/work/play in connected virtual or augmented realities. Early versions seen in the gaming world like Roblox or Fortnite are already being used by millions of children around the world.

We released this video Q&A with Dr Rosenberg during '[Metaverse Safety Week](#)' (10-15 Dec 2022) - an international initiative led by the XR Safety Initiative to address the risks to safety, data protection, privacy and trust within this emerging ecosystem. Dr Rosenberg was a keynote speaker during Metaverse Safety Week, and is one of the pioneers in this field. In [this exclusive interview](#), recorded for Project Bijou, he explains what exactly the metaverse is, why it matters, what its benefits are, and what the risks are if society does not push for this developing immersive reality world to be properly regulated.



**NEW contributor: Emma Butler**

**WATCH / READ:**

['Clear, helpful and human: writing in plain English'](#)

**AT A GLANCE:** this is a quick-fire practical lesson in how to communicate complex things (like data protection) in a clear way.

**BACKGROUND:**

Clear communication means making complex concepts more inclusive and accessible; a useful skill when it comes to demystifying data protection.

Storytelling is at the heart of Project Bijou, our social initiative to change behaviour and shift culture to reduce data harms. Through clear communication, your message is more likely to be heard, and people are more likely to understand what they need to do.

In [this Project Bijou guest blog](#), Emma Butler of Creative Privacy, explains what plain English is, why it matters and how anyone can write more clearly following a few simple guidelines.



### **NEW contributor: Joh Harvey**

#### **LISTEN:**

['What I learned when my business was hacked'](#)

**AT A GLANCE:** In this podcast we hear Joh's story about when his health food delivery service and café the Raw Store's website was hacked and what he learned from it.

#### **BACKGROUND:**

In [this podcast](#), Joh Harvey, the founder of health food delivery service and café, the Raw Store, shares his experience of being the victim of a cyber-attack. It resulted in several of his clients being defrauded, despite the fact he did not store card details on his website. With cyber-attacks increasing in both frequency and sophistication, Joh hopes his story could help other small businesses protect their data – and clients - from opportunistic hackers.

### **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. Let us know who you want to hear from**

Is there someone locally or further afield that you would like us to approach to be a contributor to Project Bijou? Maybe you know someone that is inspiring and can help us expand these conversations. [Let us know](#).

#### **2. Pick up your 'Bijou Box'**

If you have not 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. Pass the baton**

The more people that know about Project Bijou the bigger its community will get which in turn will help its goals be achieved. You can help grow this community by inviting others to take a look at the project's resources, or to become a subscriber to this newsletter.

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 2023**