

Latest updates from [The Office of the Data Protection Authority](#)



Excellence through ethics

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Message from the Commissioner

Welcome to newsletter #33.

It already seems a long time ago, but I hope you all had a safe, peaceful and happy Christmas and New Year. It does feel as though the green shoots of hope are emerging as restrictions start to ease so let's hope this coming year brings a little more normality for everybody.



After we put in place a new registration regime last year, the window for this year is now open for all Bailiwick controllers and processors to renew their registrations with us. We know how precious your time is so we have worked to minimise your administrative burden as far as possible because we would rather you spend time thinking about how you handle the personal data in your care, than filling in online forms. That said, there are certain statutory requirements for all controllers and processors in respect of the registration process and it is important that you ensure your return is accurate and complete. If you need to [register with us for the first time](#), or just need a bit of help with your [renewal](#), please take a look at our [guidance](#) which will help you complete the process as quickly and easily as possible. If you are stuck please call our registrations team on 01481 742074 or email them on registrations@odpa.gg. I'd like to say a personal thank you to all of you who have already completed your renewal.

We have always acknowledged that registrations and fee collection is a means to an end – serving two purposes: engaging controllers and processors with the initial formalities of handling data, and funding our activities as an independent regulator.

But data protection goes way [beyond registration](#) – it is about [how each of us are treated](#) by all those that have our data; it's about how we treat data about our staff, clients and customers; it is about the reputation of our jurisdiction in this increasingly data-driven economy. It is about all those things, and more. So, whilst we are focussed on supporting all Bailiwick entities to fulfil their statutory duties during this registration window, we also want to encourage you to view your registration duty as the 'foreword' – it matters, but it is just the beginning. It serves only to frame the bigger issues which follow. And it is those bigger issues, whichever sector you may work in, that we want to [encourage you all to turn your minds to](#); understanding the role data plays in our work and home lives; understanding the role we all play in building a culture which respects people and their data (because they are essentially the same thing!); and understanding that there are real opportunities for us, socially and economically, if we do that well. To play our part in that, we want to support our business community in their compliance with data protection legislation and we also want to support our wider community in engaging with the importance of looking after their own data and understanding the rights they have.

Finally, I'd like to share with you a glimpse of some of our planned activities for 2022. We will be: building on the success of [Project Bijou](#) (launched in May 2021); working with the Youth Commission to empower and inform the Bailiwick's younger generations; welcoming new Board members; encouraging innovative activities via sandboxing; and completing a review of the local data protection legislation.

This work stems from our [Strategic Plan \(2019-2022\)](#), and as this is the final year of that plan we will be publishing our new strategy towards the end of this year.

- Emma Martins

Data Protection Commissioner

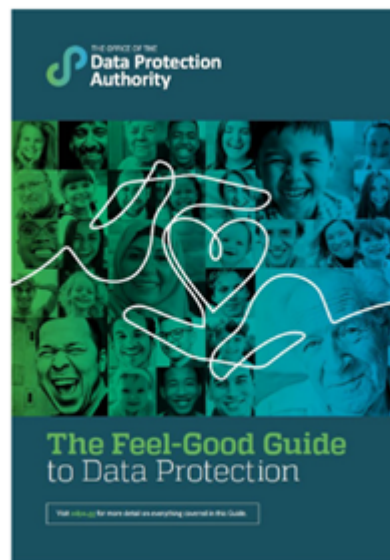


[REMINDER: registration window open until 28 February](#)

If you are established in the Bailiwick and work with personal data, it's time to renew your annual registration with us.

You can complete this process at any point whilst the registration window is open (from the beginning of January till the end of February), [please visit odpa.gg/registration](https://odpa.gg/registration) for more information.

New edition of '*The Feel-Good Guide to Data Protection*' published



[New edition of 'The Feel-Good Guide to Data Protection' published](#)

You all loved '[The Feel-Good Guide to Data Protection](#)' when it was published in 2020, so we're pleased to share this updated edition with you now.

It's intended to help you engage with data protection in a positive way, to see:

- + its value to individuals,
- + its benefits to business, and
- + its place in human society.

[Read online at: odpa.gg/feel-good](https://odpa.gg/feel-good)

[Tell us how you feel: Annual Survey](#)

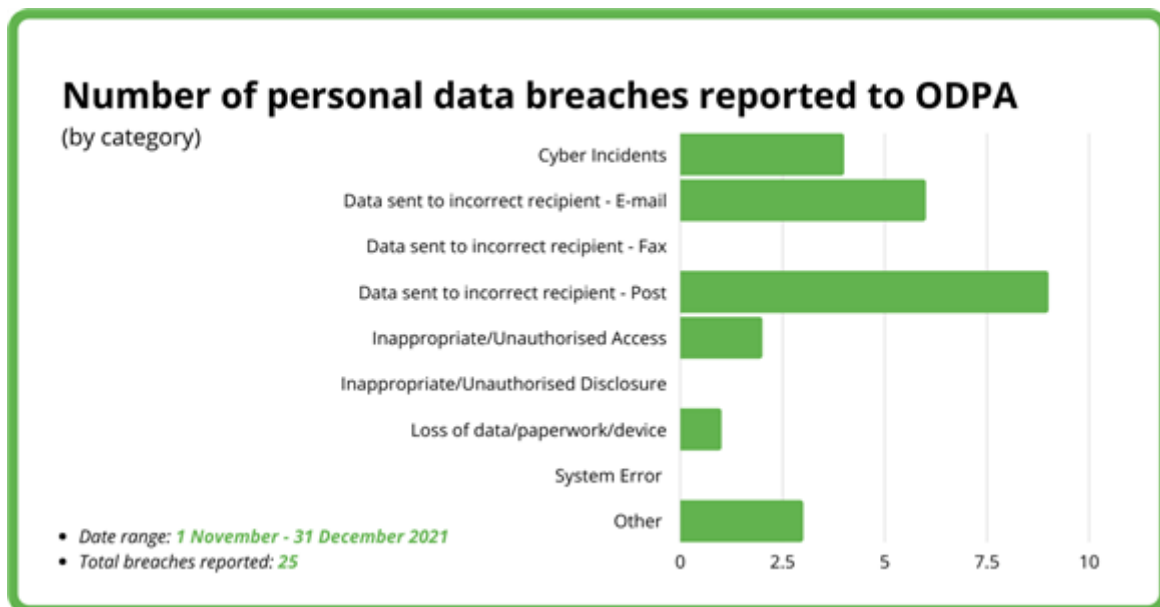
Got 30 seconds? We'd love to hear your (anonymous) responses to [these 4 key questions](#).

[Bi-monthly breach statistics published](#)

We've published the latest statistics for breaches reported to us during November and December 2021.

READ PRESS RELEASE: '[Most breaches caused by human error and cyber criminals](#)'

Keep calm and carry on: [How to handle personal data breaches](#)



Free support and advice, and public engagement

We know the data protection landscape can seem difficult to navigate sometimes, and we are here to help. We regularly publish guidance and resources to support all organisations in their own approach to compliance with our local data protection law. You can access our broad range of online resources and guidance via the links below:

Support and Advice:

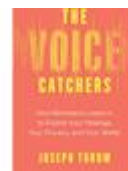
- [Fortnightly drop-ins](#) (re-starting on Wed 2 Feb)
- [Study Visits](#)
- [Events](#) (view [recordings of past events here](#))
- [Podcasts](#)
- [Information Hub](#)
- [Beginner's Area](#) (includes '[The Feel-Good Guide to Data Protection](#)')
- Bi-monthly [breach statistics](#)
- [Newsletters](#)

Public engagement:

- [Schools programme](#)
- [Project Bijou](#)

Suggested reading:

Each month our commissioner provides suggested reading to help you make sense of and safely navigate our data-driven society.



This month's choice is: *The Voice Catchers* by Joseph Turow

Joseph Turow is Professor of Communication at the University of Pennsylvania's Anneberg School for Communication. In this book, he reminds us how easy it is to think narrowly and how important it is to constantly expand our gaze.

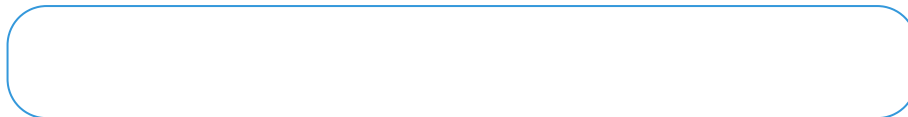
We are probably all well used to talking about data in the form of databases and spreadsheets. This book opens our eyes to the reality that data is no longer something about us, it is us.

The book opens with *"Your voice is unique. No one else has it. And because your voice belongs to no one else, it's extraordinarily valuable, not only to you, but also to a new sector of society that is designed to exploit it: the voice intelligence industry."*

This book is the first in-depth exploration of this new business sector and shows us how artificial intelligence is enabling personalised marketing and discrimination through voice analysis.

With so many of us sharing our homes with smart speakers, we all need to be aware of the fact that they are increasingly extracting and using voice prints which can be used not only to identify us but also to infer personal characteristics and traits. I certainly had no idea, before reading this book, that customer service centres are already analysing – often in real time - the voices of callers to assess their emotions, sentiments, and personality.

As is so often the case with technology, there is a danger that we are not aware of developments: developments designed to exploit us, but because of their increasingly opaque nature, we accept them without properly understanding or engaging with them. In presenting us with a well-researched and accessible book, Turow concludes by saying that turning our attention to ensuring new technologies like this have protections built in must be a priority. Attempts at injecting ethics into technologies post-development rarely succeed and damage done is hard to un-do. Turow urges us to act now, and he is right. However, I also hope that, in the future, we can move to an environment where protections, governance and an open, ethical and non-exploitative approach can be built in to technology from day one, rather than being an after-thought. That would be real progress.



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