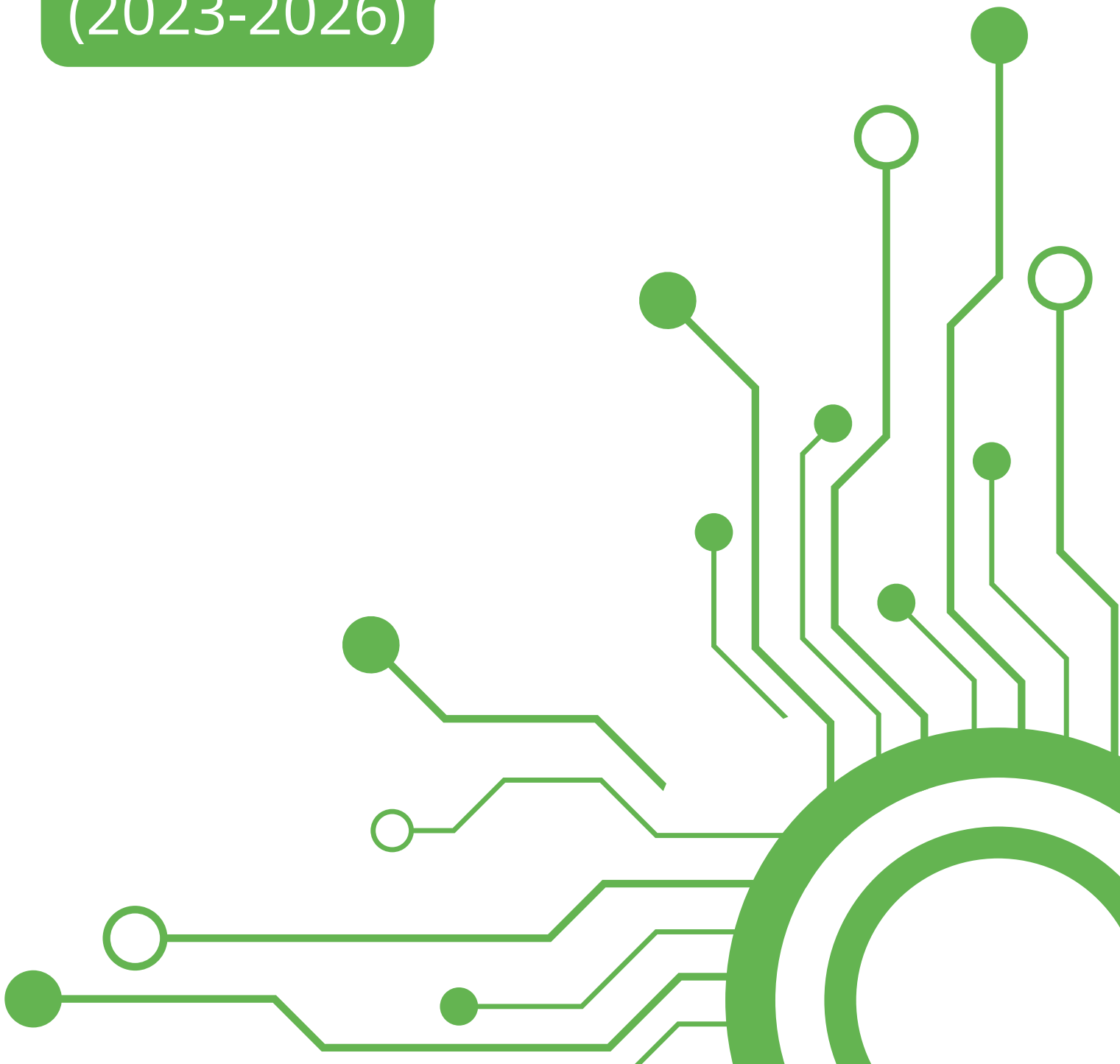


Communications Strategy

(2023-2026)



ODPA Communications Strategy (2023-2026)

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ODPA Communications Strategy

1. Statement of purpose

This document details how we plan to communicate with our regulated community. It covers the period 2023-2026, and will be reviewed regularly throughout this period.

This communications strategy defines:

- our key messages;
- our communications objectives;
- how we plan to spread those messages to our various target audiences;
- and how we plan to measure the success of the strategy.

The overall aim of the strategy is:

To share knowledge with the regulated community to drive a positive cultural shift in how personal information is looked after.

2. How this strategy fits into ODPa Strategic Plan (2023-2026)

Our *Strategic Plan (2023-2026)* details the following key areas of regulatory activity in relation to data harms:

1. Predict
2. Prevent
3. Detect
4. Enforce

This communications strategy largely falls into the ‘predict’ and ‘prevent’ activities. This strategy details how we focus on *predicting* where the potential for harm is, then raise awareness by proactively engaging the regulated community and empowering citizens to try to *prevent* harms from happening in the first place.

The reason for this focus is that the more ‘predict & prevent’ activities a regulator can do the less they will need to ‘detect & enforce’ when harms have occurred. This is especially true in relation to data harms, as often they simply cannot be undone.

That said, ‘detect & enforce’ activities also have an important part to play in this strategy, as they feed into the regular self-reported breach statistics we publish quarterly, and the aim of the Authority’s Public Statements (see section 6.4 below) is to allow lessons to be learned as widely as possible.

So, broadly speaking, this communications strategy details how we proactively engage the regulated community in their responsibilities to look after Bailiwick citizens’ data well (predict & prevent), and show them the consequences of when things go wrong (detect and enforce).

3. Our key messages

3.1 The Office of the Data Protection Authority's key messages are defined by our purpose:

Protecting people by driving responsible use of personal information through:

Helping organisations get it right

Detering harmful information handling

Taking enforcement action against significant non-compliance.

3.2: Our office motto is: *Excellence through ethics*

3.3: Our identity: we are the Office of the Data Protection Authority, or 'ODPA'. Our board is 'The Data Protection Authority' or 'The Authority'. The Data Protection Authority is tasked with the development and implementation of the regulatory regime necessary to oversee the Law's requirements. Comprising a Chair and between four and eight Members, the Authority provides governance to the ODP.

In most circumstances 'Authority' and 'ODPA' are synonymous as the ODP is the operational body that carries out the Authority's statutory functions.

We do not use the term 'Data Protection Office' to refer to ourselves. The **public face** of the ODP is our Commissioner and Deputy Commissioner. Our previous name was The Office of the Data Protection Commissioner. We stopped using this name in January 2019.

3.4: Our commitment to maximum transparency: we will operate in the most transparent way possible for us. We commit to publishing regular statistics and information about our activities, as well as governance details (for example: register of board members' interests, and memorandum of understanding with any relevant other bodies).

3.5: Our community and global context: we recognise that regulating a small jurisdiction such as the Bailiwick of Guernsey brings opportunities as well as challenges. We stand alongside the citizens whose rights we are here to protect, putting them at the heart of our activity. We value open, honest, and constructive interactions with the regulated community, local journalists, and the Bailiwick's politicians and civil servants. We see beyond the Bailiwick to the global ecosystem its citizens exist in and we seek to elevate the conversation around data protection. We strive to uphold the Bailiwick's reputation on the international stage as having high standards of: ethics, transparency, innovation and excellence.

4. Our communications objectives:

Through our communications strategy we work to achieve the following things:

- 4.1: Organisations have sufficient understanding of the Law to handle personal information responsibly.
- 4.2: People feel empowered to expect and demand transparency and accountability.
- 4.3: Awareness and understanding of data protection are improved, driving compliance.
- 4.4: Organisations embrace the Law's accountability principle.
- 4.5: Conversations around data protection and good practice are widened to improve engagement and drive cultural change.
- 4.6: Children and young people are safeguarded by their information being used responsibly.
- 4.7: Children and young people are educated about and empowered to use their information rights.
- 4.8: All people are protected by the Law's principles and rights being upheld.

5. Communication style: words, focus, images, font, colour and logo use

5.1: Words

We will communicate clearly and concisely, using plain English wherever possible, for all audiences. If we use technical terms we will explain them. We will translate key resources into other languages where appropriate.

5.2: Focus

Where appropriate we use stories to bridge the gap that may exist between people's awareness of data protection issues and reality. These stories reveal how people are impacted by data mis-use, and communicate the complexity of data harms.

5.3: Images

When we use images in our communication activities we will use only high quality photography and/or graphics.

5.4: Font and colour

Our preferred font is Calibri (black text). We will use this in our official documents and presentations. We mainly use these colours: green, blue, black, and dark teal.

5.5: Logo use

We will use our logo and accompanying motto on all official documents, and on all other related materials.

6. Communication channels

We use a variety of channels to share our key messages, these include:

6.1: Website

We use our website to house all public-facing information. We regularly update content across the site (e.g. blog / news items, podcasts, case studies, public statements, official guidance, policy statements, statistics updates, events, ODPa governance materials).

We endeavour to keep our website as user-friendly, useful, and secure as possible.

6.2: Newsletters

We publish a monthly newsletter which anyone can sign up to receive via our website. This includes: our own news items; comment on data protection issues that may be in the news; overview of specific issues; upcoming events; guidance; success stories etc.

We also publish a quarterly newsletter specifically about Project Bijou (see section 6.7 below for more info).

6.3: PR

We work collaboratively with all local media to communicate our key messages to the general public and local organisations.

We also, where appropriate, share information with local professional bodies so that they can pass on relevant information to their membership.

We produce regular updates on our statistics (e.g. self-reported breaches) - these are published on our website and released to all local media.

We contribute to articles in local and off-island publications/platforms/professional bodies as required and where appropriate.

6.4: Public statements

We issue The Data Protection Authority's public statements as necessary in accordance with the specific conditions outlined in section 64 of *The Data Protection (Bailiwick of Guernsey) Law, 2017*.

Public statements are issued in accordance with the ODPa 'Regulatory Activity Disclosure Policy'. They may relate to specific data breaches, complaints, investigations, inquiries, recommendations, determinations, or sanctions/enforcement action.

6.5: Annual Report

The Data Protection Authority's annual reports are published in accordance with Schedule 6 (section 13) of the Law. These reports include details of: numbers of complaints received; numbers of investigations and inquiries; an anonymous summary of any sanctions imposed under section 73; anonymised examples of complaints received and their outcome. These reports also detail whether the Authority thinks it is necessary to change any part of the Law to make it easier to achieve its aim, and include general commentary on data protection matters relevant to the period.

6.6: Official guidance

We publish non-legally binding opinions and/or guidance in accordance with section 63 of the Law – of our own initiative or as requested, where we deem it appropriate.

We may produce these in relation to: any data protection issue; compliance with the Law; or how the Authority plans to perform its functions.

For the benefit of members of our regulated community who operate in other jurisdictions we will, where we deem appropriate, signpost to other data protection authorities' official guidance on topics that are substantially similar to our local law to conserve resources and to achieve consistency.

6.7: Events

We run free events with the aim of effecting positive cultural change by:

- **being accessible** to local organisations and citizens of all ages
- **improving compliance** by building awareness of topical issues in data protection
- **encouraging innovation and excellence** in data protection practices
- **exploring official guidance** with the regulated community
- **gathering feedback** from local industry and individuals

Since July 2019 we have been using a device in our events programme known as 'Project Bijou', where we invite attendees to proactively share what they have learned with their colleagues. This sharing could take any form, from conversations, to people putting on their own 'in-house' session to cover the same ground as our event. The key feature is that it is based on *trusted human-to-human connection*. The thinking behind this is that people who choose to come to our events are better-placed to gently, and positively influence the culture (and individuals' behaviour) within their workplaces than we, as the regulator, are.

Asking people within the regulated community to share good-quality, useful, human-focused information with each other, within the construct of Project Bijou, will drive: positive engagement, more-informed ethical decision-making; more organisations focusing on human values, which in turn will lead to better protection of people's rights, which is the object *The Data Protection (Bailiwick of Guernsey) Law, 2017* seeks to achieve.

Attendance at our events programme should not be considered to replace formal staff training as the ODPA does not have a training remit. Our events programme should be considered in the context of section 61 of the Law which outlines our duty to *raise public awareness* of rights and to *promote awareness* of data controllers/processors' legal duties.

Our events are varied, e.g. workshops, forums, 1-2-1 surgeries with organisations/individuals, talks from invited speakers, live-streamed webinars, lunch & learn informal Q&As.

Event topics and themes include: data ethics; the role of data in society; impact of data mis-use; building a data protection culture; the role of the data protection officer; how to respond to subject access requests; exploring new official guidance; public consultations; breach reporting; international developments.

We run, and/or attend, specific events aimed at raising awareness of individual rights in particular groups (e.g. attendance at Digital ACE event and running awareness sessions in schools to reach local school-age children).

We run and attend events tailored to specific audiences, such as third sector organisations or SMEs.

All ODPa staff are encouraged to prioritise their involvement in our events, either directly as speakers or indirectly as observers. Our staff members also undertake speaking engagements and will consider all invitations to speak at external events in line with our published Policy on External Events and Speaking Engagements.

6.8: Social media

We use LinkedIn as a platform for sharing updates about the work we do as well as news-worthy items from further afield. Where we host video-based content, we use YouTube and apply the YouTube designation 'Made for Kids' which limits data collection and restricts certain features on our channel.

The use of any platform which involves processing of personal data is considered very carefully. The key factors for consideration are - appropriate allocation of our resources as well as the platform's legal and ethical data governance standards.

Due to the informal nature of engagement and interaction on social media, we believe we can operate most effectively and efficiently via our website to ensure high quality and consistency of communications. We also consider that our regulated community is better served by us focussing on giving them direct access to our expertise and guidance, rather than us spending time managing informal online engagement via multiple social media platforms.

We trust the good judgement of ODPa staff and board members and we encourage them to share ODPa content with their network as they deem appropriate. ODPa staff members and board members are encouraged to use their own discretion when posting their own content as individuals, as well as when they engage with others' content (on LinkedIn, or other platforms).

6.9: Podcast

We produce regular podcasts on our channel 'Data Protection: tea break' which aims to give listeners an accessible, informative, thought-provoking, and hopefully entertaining insight to a broad range of topics relevant to data protection. Our channel is hosted on SoundCloud but many other podcast platforms take our episodes from there. We share episodes via our newsletter, social media and website. Podcasts take the form of at least two people (at least one of them an ODPa staff member) talking about a given topic.

6.10: Schools Outreach Programme ‘Project Bijou Seeds’

In April 2019 we started developing a programme of sessions to raise school-age children’s awareness of their own rights under data protection legislation, and to engage them in the responsibilities we all have to treat personal data well. This activity forms part of our commitment and statutory obligation to *promote public awareness of data protection risks, rules, rights and safeguards, particularly in relation to children*. Building children’s awareness, via a programme of sessions delivered in all Bailiwick schools, has the following benefits:

1. A well-informed young person is less likely to fall victim to harms that may arise if their personal data is used or mis-used by others.
2. A well-informed young person may share their new awareness with adults in their lives, so the message is spread wider.
3. When these engaged and informed individuals enter the workforce their awareness, attitudes, and actions could serve to strengthen overall compliance.

Activities are built around exploring these four key messages with children and young people:

<p>1. Be responsible</p> <p>1.1. Take care of, and value, personal data: it matters as much as you do.</p> <p>1.2. It matters how you treat personal data because it can affect people.</p>	<p>2. Be respectful</p> <p>2.1. Think carefully before you share personal data (yours, or someone else’s) – do you understand what is going to happen to it?</p> <p>2.2. If you conflict with others, be fair to them.</p>
<p>3. Understand your rights</p> <p>3.1. Every living person has rights under data protection laws.</p> <p>3.2. These laws give young people, and their rights, <i>extra</i> protection.</p> <p>3.3. Data protection laws exist to ensure that all people, and their personal data, are treated fairly and respectfully, even when things are difficult between them.</p>	<p>4. Understand the rules</p> <p>4.1. These rights protect information about you, known as ‘personal data’, and all organisations who use your personal data must respect the rules.</p> <p>4.2. Personal data is facts, opinions, or information <i>about you</i> (things like: which school you go to, what your teacher thinks of you, what your life is like at home etc.)</p> <p>4.3. Some information about you deserves <i>even more</i> protection, this is known as ‘special category data’ (things like: your health, whether you’ve been accused of a crime, your gender identity, who you are attracted to etc.)</p>

The schools outreach programme formally commenced in November 2020, following successful completion of focus groups and development of appropriate resources. In January 2022 we started calling the schools outreach programme 'Project Bijou Seeds' and started delivering it in partnership with the Youth Commission.

7. Work plan

We maintain an internal work plan to detail all activities delivered under this strategy. This is used as the basis for reporting to the Authority.

8. Measuring success

We define this strategy's success in terms of whether we are achieving its overall aim - *To share knowledge with the regulated community to drive a positive cultural shift in how personal information is looked after.*

We monitor whether we are meeting this aim by tracking these strategic actions as part of our overarching performance measures process.

If you have any questions/comments about this strategy please email communications@odpa.gg.