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

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Project Bijou in a nutshell

Project Bijou is a social initiative we launched in May 2021.

It aims to:

- encourage understanding and positive engagement with data protection at a **cultural level** to broaden the narrative beyond a tick-box approach.
- create a **positive shift** in cultures and behaviours within regulated organisations in their approach to data protection compliance.
- **counter mis-information** by providing access to high quality and relevant information to support data protection awareness and compliance.
- normalise the desire and demand for **ethical data handling** practices in our jurisdiction.

Our [Strategic Plan](#) sets out how we want to deliver the best possible outcomes for our jurisdiction. But strategy must always be more than words – it must point the way towards delivery of **action**. This project flows from our strategic aims and sits alongside the other important strands of our regulatory activities.

Want to go deeper?

- [Please read this detailed summary](#) of the Project, which includes the Code and a Toolkit.
- Or you can [watch these short animations](#):



Message from Emma Martins

Welcome to the second of our Project Bijou newsletters - you are one of over 100 people who have signed up to hear more and we are so grateful for your curiosity and for your attention. We hope we can inspire you to take some small steps with us as part of Bijou.



As with any project, the key is to maintain momentum in a meaningful and realistic way. This is not (and never has been) about a 'big bang' approach, it is about **encouraging a normalisation of conversations around data**. Too often these conversations happen just in limited groups (such as regulatory and legal offices). But the arising issues impact every single one of us, so it cannot be acceptable to exclude or deter the wider community. The hurdles that exist, such as impenetrable legal language, can be overcome. The written law may be complex but the principles underpinning it are not.

So, the challenge we all face is firstly how to get initial engagement and then how to maintain it. There is no silver bullet but, as a small community, we have unique opportunities, and we want to maximise these.

The launch week of Project Bijou really was just the starting point. It was not aimed at being an end in and of itself. To keep the momentum going, to really create positive cultural change: ***we need to talk about Bijou***. We want you to start these conversations with people in your life (be they powerful, or seemingly powerless) [so we have provided you with interesting resources and tools to help](#).

When more of us start to take a genuine interest and consider the important issues of data and its protection, that's when it becomes an everyday part of our lives and of our culture. In a small way, we hope that Project Bijou helps to advance that aim.

We all lead busy lives and, particularly now, life is throwing many challenges at us. But data use continues, and its impact is felt by us all in obvious and less obvious ways. By committing a bit of your time to considering how ***you can make a difference***, you will be contributing in a very real way to the social and economic foundations of our Bailiwick. Thank you for taking the time and for making that difference.

Remember - **You matter. Your data matters. Spread the word.**

- Emma Martins

Data Protection Commissioner

Bailiwick of Guernsey Data Protection Authority

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 during the launch week and beyond:

1. Continue the conversation

Revisit content [from the launch week contributors](#) and share it - **in person** (if you can) - with your workplace, or others in your life. Use it to start a conversation. You may wish to make this a planned, regular thing (particularly in your workplace) where you get together with others and discuss ethical data use. If you have any form of staff training sessions booked, think about adding some of the content to support that.

2. Pick up your 'Bijou Box'

If you haven't 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. Check your privacy

Grab a cup of something and spend 5 minutes checking the privacy settings on your phone/tablet. Do you allow sharing of your photos and contacts? If so, are you happy with those sharing settings? Change them if not. Ask others to do the same.

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 November 2021.

Please review what newsletters you want from us



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