

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

You have received this email as xxx is an active subscriber to our monthly newsletter. [You can unsubscribe from our newsletters here.](#)

[Manage your newsletter preferences here.](#)

| [Forward to a friend](#)



*Excellence through ethics*

Thank you for subscribing to our monthly newsletter – in this issue:

- [Message from the Commissioner](#)
- [Latest bi-monthly breach statistics](#)
- [Free support and advice, and public engagement](#)
- [Webinar: How to respond to Subject Access Requests \(SARs\)](#)
- Featured podcast: [Managing behavioural risk](#)
- Suggested reading: [The Power of Ethical Management](#) by Norman Vincent Peale and Kenneth Blanchard

## Message from the Commissioner

Welcome to newsletter #31.

Regular readers of our newsletter will know that we have taken a very open approach to our activities; most obviously in our [communications strategy](#) where we work hard to engage the whole community in a meaningful and accessible way, but also with our regulatory and enforcement activities. This is not simply about ‘punishing’ wrongdoing; it is about ensuring transparency and accountability both in respect of our office as well as our regulated community.



Whilst such an approach may make some uncomfortable, I do firmly believe that trust and confidence are built on the foundations of transparency and accountability and as Steven Covey (of 7 Habits fame) said – “Accountability breeds Responsibility”.

Accountability is, I would argue, the beating heart of data protection both for the regulator and the regulated. We, at the ODP, need to be accountable for what we do (and indeed what we don’t do) and those who shoulder the responsibility of handling personal data need to be accountable for looking after that data and treating the people to whom it relates properly.

One definition of accountable is “being completely responsible for what you do [and] able to give a satisfactory reason for it”. This sounds so simple but, in reality, it is something that has proved frustratingly elusive in the early days of this digital era we find ourselves in. We do not have to look too far to see how data about us is manipulated, exploited and profited from without our knowledge

or consent. Many of the data harms that have been exposed have prompted a *mea culpa* from those responsible, but too often it is hard to believe that it is much more than ‘sorry we were caught’ rather than ‘sorry for getting it so wrong’. By shining a light on what data harms actually mean for us all, as well as how companies are handling our data, we deliberately seek to move to a culture of accountability. This means treating our information, whether it is our buying habits or medical condition, in the knowledge that behind each bit of data is a human being rather than a commodity to be profited from.

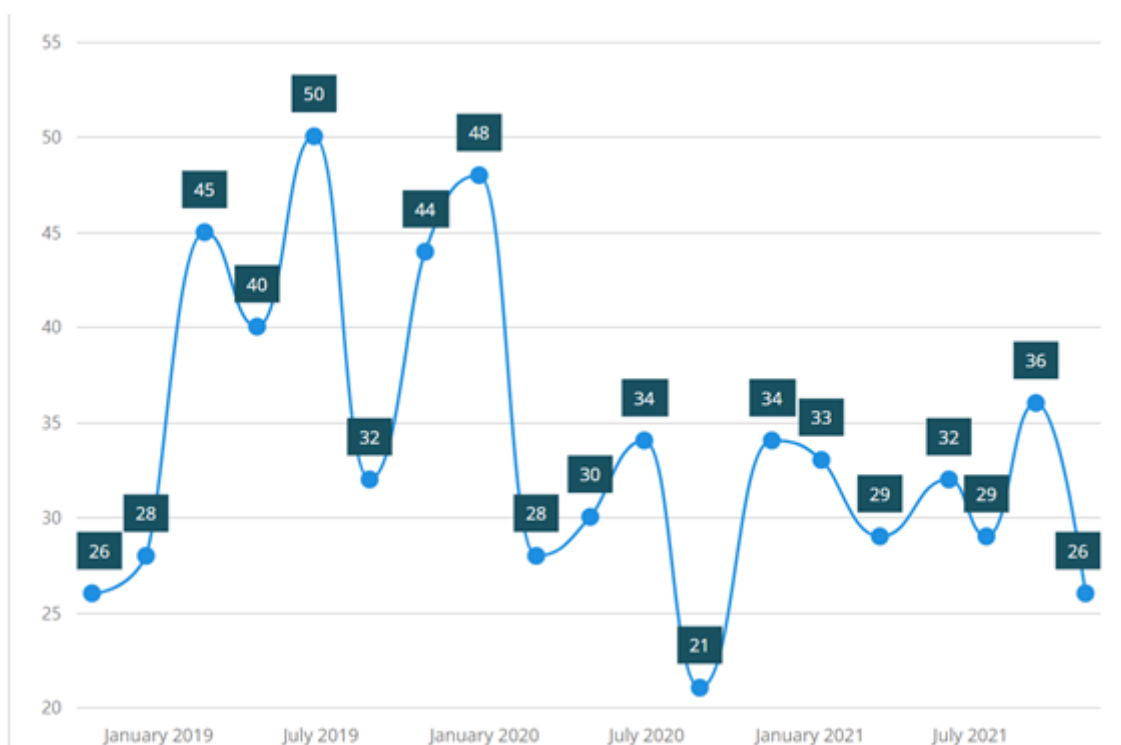
Accountability is something all organisations should build into their business models; it is also something each of us, as citizens, should expect and demand from those who have our data.

Here at the ODPa we want to support organisations to take an accountable and ethical approach to the way they handle personal data, in the knowledge that this approach will engender a trust and confidence in them and their brand. We also want to encourage citizens to take an interest in their own personal data, in the knowledge that it has very real value as well as the capacity for both harm and benefit. Rather than disadvantaging either of these parties, such an approach will create a virtuous circle; one which sees organisations embracing high standards of data governance because that supports a successful business model, as well as individuals becoming better informed about their rights and demanding they are respected.

It is not surprising that the fast pace of technological evolution has resulted in some corners being cut but we now need to move to a more mature and equitable conversation about the power of data both in economic and social terms. Having a conversation about accountability can be a powerful first step in taking us there.

- Emma Martins

Data Protection Commissioner



### [Latest bi-monthly breach statistics](#)

We have published [statistics of the number of breach reports we receive](#), every 2 months since October 2018. Publishing this information allows everyone to benefit from a better understanding of how and why breaches happen and how they can be avoided in future.

- 2 months to 31 October 2021 [Our behaviours must change to protect people's data](#)
- 2 months to 31 August 2021 [Highest number of breach reports since 2019](#)

### 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](#)
- [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](#)



You can [watch the recording of a webinar we held recently on 'Subject Access Requests'](#) (SARs).

#### What is a SAR?

A subject access request (SAR) is when a person asks:

- what do you **know** about me?
- what do you **think** about me?
- what do you **think you know** about me?
- what are you **doing** with it all?

#### Related resources

- [ODPA guidance on exemptions](#) (which can be used in certain circumstances, sparingly, when

responding to SARs)

- [People's rights under data protection law](#)
- [PODCAST: What has Data Protection ever done for us?](#) (Summary of people's rights)



### **Featured podcast: Managing behavioural risk**

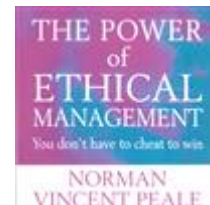
In this short podcast, Huw Thomas (Counsel at Carey Olsen) tells a story that illustrates that no-one is immune from making mistakes and that businesses need to think differently about how they manage behavioural risk.

- [LISTEN: Managing behavioural risk](#) (11 min)
- Catch-up on all episodes at [odpa.gov.uk/podcasts](https://odpa.gov.uk/podcasts) or wherever you get your podcasts.

### **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 Power of Ethical Management* by Norman Vincent Peale and Kenneth Blanchard



This is not a new book, but it is definitely one which stands the test of time. Those of you familiar with the ODPa will know that we aim for an ethical foundation in all our activities – external and internal. So, whilst not specifically about data, it is a book about values and behaviours, both of which are more relevant in conversations about data protection than some may think.

It is a simple but powerful book that, at its heart, seeks to show us that acting with decency and integrity is not at odds with success, rather it needs to be seen as a precondition for it. It is engagingly written in the format of a parable (making it a delightfully easy read) and gives the reader lots of tools and tips to build a meaningful ethical approach into everyday life.

The authors explain why they have used this format “because...stories are the best way to teach” (something we very much believe in too, [find out more here](#)). The main lesson being – “people don’t have to cheat to win”. This is a timely reminder in the world of data protection; if we treat data (and that means people!) fairly and ethically, that can lead to much better outcomes for everyone.

Please review what newsletters you want from us



**The Office of the Data Protection Authority**

[St Martin's House, Le Bordage, St. Peter Port, Guernsey GY1 1BR](#)

+44 1481 742074

[enquiries@odpa.gg](mailto:enquiries@odpa.gg)

**[Data Processing Notice](#)**

[Unsubscribe](#)

[View previous issues](#)