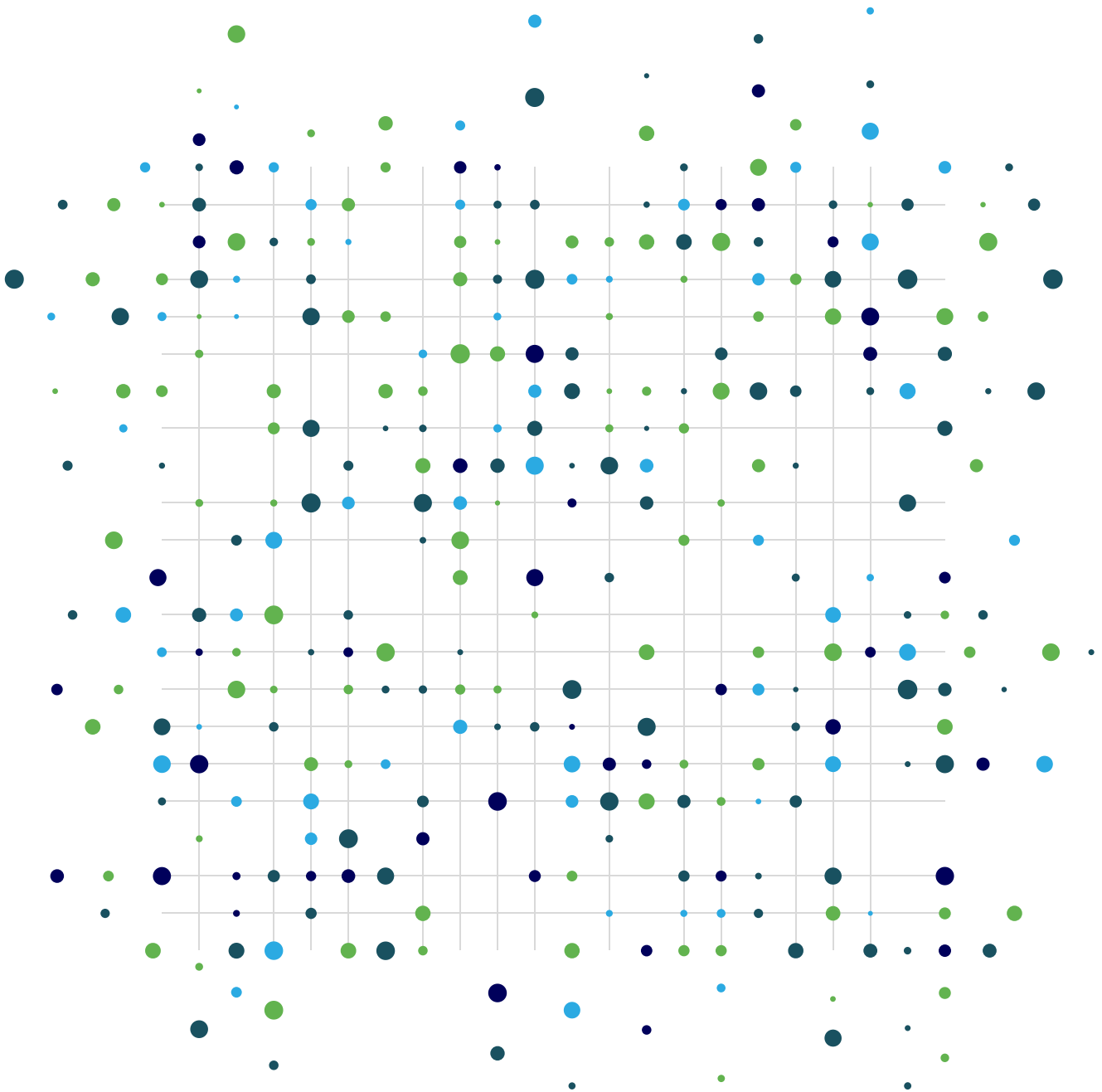


Communications Strategy (2024-2026)



ODPA Communication Strategy (2024 – 2026)

1. Statement of purpose

This document details how we plan to communicate with our regulated community. It covers the period 2024-2026 and will be reviewed regularly throughout this period.

This communications strategy reflects:

- our priority areas;
- our communications objectives;
- how we will engage with our regulated community;
- 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 and residents of the Bailiwick to promote compliance and drive a positive cultural shift towards empowering individuals through their data rights.

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

The ODPA uses three regulatory pillars - balance, trust, partnership - across all functions and interactions with the regulated community. These pillars inform how we discharge our regulatory functions across the following key areas of regulatory activity in relation to data harms as detailed in our Strategic Plan (2023 – 2026):

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

This communications strategy largely falls into the ‘predict’ and ‘prevent’ activities. This strategy details how we leverage the prediction of harms to raise awareness by proactively engaging the regulated community and empowering citizens to prevent harms from happening in the first place.

The more ‘predict & prevent’ activities a regulator can do the less they will need to ‘detect & enforce’ when harms have occurred. That said, ‘detect & enforce’ activities also have an important part to play in this strategy, as the published outcomes of investigations can promote wide compliance and breach reporting will feed into the regular self-reported breach statistics that we publish quarterly.

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

3. Our key messages

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.

3.1: Our vision is for: *Guernsey to become a model for the global data protection community with a public and private sector that embraces compliance and elevates the level of trust and consumer confidence*

3.2: 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).

3.4: 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 advance 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 activity 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.
- 4.9: Anyone working with people's data understand that privacy and innovation go hand in hand.
- 4.10: Anyone working with people's data are aware of the rules around transferring people's data outside the Bailiwick.
- 4.11: Anyone working with people's data is prepared to mitigate the risks posed by personal data breaches.
- 4.12: Anyone working with technology is aware of how to comply with the Law.
- 4.13: The finance sector understands the business benefit of looking after their clients' information.

5. Our priorities

Alongside our baseline communications activities which promote proactive compliance with the Law to safeguard people's legal rights over information about them, we focus activity in the following four areas to minimise specific risks and protect the Bailiwick's reputation:

5.1: OUTCOME: Children are better protected.

REQUIRED: Those working with children's data understand how to take extra care of it. REQUIRED: Children are aware of their data rights.

5.2: OUTCOME: Breach risks are minimised.

REQUIRED: Anyone who experiences a breach knows how to assess and mitigate risks.

REQUIRED: They recognise that elevating security safeguards can minimise risk of future breaches and mitigate damages.

5.3: OUTCOME: People's rights are built into technology.

REQUIRED: Anyone working with technology (e.g. AI) complies with law and builds into technology.

5.4: OUTCOME: Bailiwick is recognised globally for possessing a trusted financial services sector with elevated safeguards that enable the safe, free-flow of data.

REQUIRED: The financial services sector understands the business benefit of looking after their client's information.

REQUIRED: Anyone working with people's data are aware of the rules around transferring people's data outside the Bailiwick.

6. Communication channels

We use a variety of channels to communicate with our regulated community, 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: Newsletter

We publish a bi-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; Project Bijou content etc.

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

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

Event topics and themes include, but are not limited to: breach preparedness; privacy and innovation working together; 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, attend, or support specific events aimed at raising awareness of individual rights in particular groups (e.g. 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 support and/or participate in speaking engagements and the ODPA will consider all invitations to speak at external events in line with our published Policy on External Events and Speaking Engagements.

6.8: Project Bijou

This has evolved into the overarching branch of the ODPa's outreach activities and now incorporates breach workshops, third-sector engagement and schools sessions (which come under Project Bijou Seeds – see below).

Project Bijou started out in 2019 as part of our events programme, where we invited 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, drives 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.

We formally launched Project Bijou in May 2021 with over 30 speakers providing stories to share, and have added many new speakers in the years since the launch. In 2022 we started an annual Bijou Lecture series, inspired by the BBC annual Reith Lectures.

Project Bijou recognises the role that human beings, their attitudes, values and aspirations have on all aspects of our society's culture, the aim is to harness the opportunities that provides to build a culture that delivers high quality data governance and therefore good outcomes for the whole community.

Changing attitudes and culture is challenging. How such work is approached is vastly more complex than measuring enforcement and fines. Whilst regulatory action will always be a key element of the regulatory toolkit, this project seeks to reframe and expand the data protection conversation in a way that is proactive, progressive and future-facing. In doing so, it seeks to achieve greater understanding of, and appreciation for, the protection of personal data and how it can serve to improve the quality of our lives and the economic well-being of our Islands.

6.9: Social media

We use LinkedIn and X 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 data governance standards.

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' social media content.

6.10: Podcast

We produce regular podcasts 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.

6.11: 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.

In September 2023, under the Project Bijou Seeds banner, we published 'Warro goes on an adventure' – a book that introduces children and young people to the world of data.

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 and residents of the Bailiwick to promote compliance and drive a positive cultural shift towards empowering individuals through their data rights.

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.