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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 third of our Project Bijou newsletters. There are now 116 of you on this subscriber list, a small but growing group of people who care about how people's data is treated, and hopefully each of you wants to be part of a movement to spread that message. We thank you for your interest in the Project.



It was always our aim for Project Bijou to be the start of something, rather than a one-off event. Keeping the momentum going has been both challenging and rewarding. Challenging because, like anything that has value, it needs time and attention. Rewarding because, after the launch week in May this year, we have had such wonderful feedback and support from the data protection community and beyond. It has been an inspiring and humbling experience and one which we want to continue to build on. We have produced [this very short 6 month progress report](#), and we would love to hear from anyone who has any feedback to share, or any ideas as to how to measure the project's impact (either quantitatively or qualitatively).

One of the main drivers for this Project was our determination to move conversations around data (how it affects us and how we affect it) from the purview of regulators and lawyers, where it has tended to reside, to become something **the whole community is interested in and involved in**. The way data affects our lives means that we cannot afford to exclude (whether intentionally or not) any individual or group. Our work to support positive engagement is therefore not a frivolous PR exercise, it is a crucial, intentional strand of [our strategic activities](#) to promote the responsible handling of personal data ([read the 'international relevance' section on page 5](#) of the Project Bijou summary for more information on how the project connects to an international resolution made at the 41st International Conference of Data Protection and Privacy Commissioners (ICDPPC).

We know that it can be very easy for those of us working in smaller communities to think that we are not in a position to make a difference. Nothing could be further from the truth. When we are both a part of and so close to our community (from a personal as well as professional perspective) we are presented with unique opportunities to engage in really meaningful ways and should do all we can to make the most of those opportunities. Each one of us can make a difference whether in large or small ways.

As we look ahead to a new year, we will continue to develop and deliver on the core principles and aims of Project Bijou and we plan to add to the rich array of contributions already published. Thank you for showing an interest and for supporting us to build a community that is informed and empowered.

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:

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. Shift to the positive

You may have heard recently about organisations 'fearing' a person asking them "What do you know and think about me, and what are you doing with that information?" (i.e. submitting a 'data [subject access request](#)' (DSAR)). Talk to people about their experience of submitting a DSAR, or responding to one, and see if it's possible to re-frame the language and, more-importantly, the approach to DSARs to being one of **facilitating** a person's request rather than fearing it. [An ethical, and human approach to DSARs benefits everyone](#). Remember, one day it may be you making that request and all of us have the right to expect fair and courteous treatment.

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 February 2022.

Please review what newsletters you want from us



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