



GPA Global Privacy and Data Protection Awards 2024

Entry Form

To submit an entry to the GPA Global Privacy and Data Protection Awards please complete and email this form to secretariat@globalprivacyassembly.org **no later than 17 June 2024**.

Note: GPA member authorities can submit as many entries as they wish, but a separate form should be used for each different entry, submitted by the deadline above.

Languages: The GPA documentation Rule 6.2¹ applies.

1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection Authority:	Office of the Data Protection Authority (ODPA) Guernsey	
Person completing this form:	Brent	Homan
	<i>First name</i>	<i>Last name</i>
Job title:	Commissioner, Office of Data Protection Authority Guernsey	
Email address:	b.homan@odpa.gg	

2. ELIGIBILITY

By submitting this entry, I confirm that (*please tick all boxes to confirm*):

- The Authority is a member of the Global Privacy Assembly
- The initiative described in this entry was undertaken since January 2022.
- I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the GPA Secretariat.

3. CATEGORIES

Please indicate which category you wish to enter.

*Please tick **one**; please use a separate form for each category you wish to enter:*

- Education and Public Awareness
- Accountability
- Dispute Resolution and Enforcement
- Innovation
- People's Choice

¹ [GPA Rules and Procedures](#), Rule 6.2 'Assembly documents':

Without prejudice to section 4.2, Assembly documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other Assembly documents such as the Assembly Rules and Procedures.

4. DESCRIPTION OF THE INITIATIVE

a. Please provide a brief summary of the initiative (no more than 75 words)

Bijou Seeds represents ODPa Guernsey's holistic approach to protecting Children's Privacy Rights. Outreach to youth and children is at its core, with a dedicated school program and high-profile children's book to demystify the world of data. This is complemented by community engagement to protect Guernsey's children online, including the issuance of **Data Protection Alerts**, when threats emerge. Bijou Seeds is rounded out by the development of a Children's Framework, aligned with the UNCRC².

b. Please provide a full description of the initiative (no more than 350 words)

Bijou Seeds is designed to promote Children's Privacy Rights by engaging all partner groups through education and outreach. Education is the foundation of Bijou Seeds and the most important of groups are the children. Designed and led by an Outreach Officer who is a qualified teacher, the ODPa's youth outreach programme, 'Project Bijou Seeds', educates hundreds of children every year via in-school sessions about how to navigate the online world safely. To complement these conversations and target younger kids, this talented Outreach Officer wrote a children's book about an inquisitive bear named Warro who goes on an adventure in the digital world while wondering "*Who is asking for my information, what do they want to know, why do they want it, where will it go?*"

The next most important partner group are parents, with their empowerment being critical to Bijou Seeds. To this point, in early 2024 the ODPa created the Bailiwick Data Protection Advisory, and promptly issued one of its first [advisories to protect children](#), alerting residents of a local Snapchat group where children were encouraged to share indecent images of themselves.

In that advisory and subsequent BBC interviews, parents were encouraged to engage with their children about the reputational and long-term risks associated with sharing personal information that could then find an indelible presence online.

The children's support network is rounded out with educators and community leaders. To this end, Bijou Seeds convened a '*Roundtable on protecting children online*' where Bailiwick education leaders shared experiences, challenges and strategies towards elevating children's privacy rights in today's digital era.

But protecting children is a dynamic rather than static responsibility, and a critical part of Bijou Seeds' current activities is preparing for the future. This is why the ODPa are leveraging the wealth of collective partner knowledge and experience towards the development of a 'Children's Framework' to support the responsible and ethical use of information about children.

² United Nations Convention on the Rights of the Child

This is a framework that will combine the legal requirements of local data protection legislation with the relevant principles and provisions outlined in the United Nations Convention on the Rights of the Child.

c. Please explain why you think the initiative deserves to be recognised by an award
(no more than 200 words)

You have heard the expression, “it takes a village to raise a child”. Well at ODPa Guernsey it is recognized that “it takes an island to protect our children” which is why Bijou Seeds demands action from every key partner – regulator, educators, parents, business leaders, and most importantly – the children themselves.

Promoting children’s rights is an ODPa priority and explicitly written into Guernsey’s data protection law. And that is not surprising. In fact, it is a reflection of the deep commitment that Guernsey residents have towards the care of their most cherished treasure – its children. And educating children was, and remains, the core of Project Bijou which is why the decision was intentionally taken for the education program to be designed by a professional children’s teacher, in a manner of speech that children can truly understand and relate to.

By taking a holistic approach to protecting children while engaging with all key partners Bijou Seeds has been able to create: school curriculum, literature, and community alerts which educate and deliver actionable advice to all corners of society. This strategic approach has triggered an exceedingly high level of awareness and public engagement both within the borders of Guernsey and overseas (see links in section e). Recently, there has also been a spike in both book sales of Warro and child-centred conversations taking place regularly in the Guernsey Press (local newspaper).

And finally, Bijou Seeds has been successful because it reflects a key regulatory pillar of the ODPa – balance. Whether in schools or in the pages of a children’s book, delivering a balanced message is critical. Protecting children is certainly not about banning them from the online and virtual world, so the Bijou Seeds message must remain relevant and realistic, acknowledging the benefits of engaging and connecting in the digital era, while outlining the very real risks that children, and their parents, must navigate.

d. Please include a photograph or image, if you wish *(This will be published with your entry on the GPA website. The image can be pasted into the box below, be sent as an attachment or a link may be provided)*

Photo 1: Outreach officer Kirsty Bougourd reading “Warro goes on an adventure” to children at Guernsey’s local library to mark the launch of the initiative. She was inspired to write Warro for the ODPa through her interactions with local children in primary schools and the questions they asked.



Photo 2: Warro the data bear (illustrated by former Commissioner Emma Martins)



e. Please provide the most relevant link on the authority's website to the initiative, if applicable (*The website content does not need to be in English*)

- ODPa children's programme "Project Bijou Seeds – children inspiring cultural change": <https://www.odpa.gg/project-bijou/project-bijou-seeds/>

f. Please provide any other relevant links that help explain the initiative or its impact or success (e.g. links to news reports or articles):

Relevant ODPA website resources: (for more context about the programme)

- Children and Young People page: <https://www.odpa.gg/information-hub/children-young-people/>
- Children’s Framework: <https://www.odpa.gg/information-hub/children-young-people/the-childrens-framework/>
- [WARRO · ODPA](#)
- Link to find out about “Warro goes on an adventure”, a book that introduces children and young people to the world of data: <https://www.odpa.gg/information-hub/children-young-people/warro/>
- Parents and carers guide to Warro: <https://www.odpa.gg/information-hub/children-young-people/warro/~information-hub/children-young-people/warro/warro-parents-and-carers-guide.pdf>
- Teachers’ guide to Warro: <https://www.odpa.gg/information-hub/children-young-people/warro/~information-hub/children-young-people/warro/warro-teachers-guide.pdf>

Media links / press releases to relevant blogs / initiatives

- Guernsey Press opinion piece (7 June 2024) Why bans don’t work...but calls for one might (June 2024) : <https://www.odpa.gg/news/news-article/?id=c117d666-c124-ef11-840a-6045bd9cb770>
- GPA May 2024 Newsletter: https://globalprivacyassembly.org/wp-content/uploads/2024/06/Newsletter_May.pdf
- Public privacy advisory warning that children are at risk in local Snapchat group (Jan 2024): <https://www.odpa.gg/news/news-article/?id=6eb0011e-9b9d-ed11-aad1-6045bd8c5a56>
- ODPA blog celebrating children’s rights for Data Protection Day (Jan 2024): <https://www.odpa.gg/news/news-article/?id=2a6522d9-ffb9-ee11-a569-6045bd8c5eac>
- Defending Children’s Rights on a new Island Home (Jan 2024): <https://www.odpa.gg/news/news-article/?id=40b9e0a7-b4ba-ee11-a569-6045bd8c5a56>
- Keeping children safe online for Safer Internet Day 2024 (Feb 2024): <https://www.odpa.gg/news/news-article/?id=d20dd3ea-47c4-ee11-9079-6045bd8c5a56>
- BBC coverage of launch of Warro (Sept 2023) : <https://www.bbc.co.uk/news/articles/crg1wp49k09o>
- ODPA launches competition for Year 7 students to find data protection ‘superpower’ (Jan 2023) : <https://www.odpa.gg/news/news-article/?id=9890ffe6-96c1-ed11-83ff-6045bd8c58b6>

- Keeping Children Safe blog (**Jan 2023**) about Project Bijou Seeds children's outreach initiatives: <https://www.odpa.gg/news/news-article/?id=6eb0011e-9b9d-ed11-aad1-6045bd8c5a56>