

The Jersey Data Protection Authority

STRATEGIC PLAN



2022-2025



Our Vision

Our vision is to create an island culture whereby the protection of personal data and **privacy becomes instinctive**, with individuals, and organisations taking a proactive approach to embed such protection throughout their daily activities and business planning.

A person in a dark jacket and pants stands on a rocky outcrop, looking out over a misty valley. The background features rolling hills and mountains under a hazy sky. The overall tone is muted and atmospheric.

Our Purpose

To provide those who interact with Jersey organisations and Government with the highest standard of personal data protection.

Our Values

Our values are a big part of what makes us, us. We created them to remind ourselves how we operate and make sure we live by each and every one. We use them in our weekly catch-ups and our end-of-year reviews, in big meetings and informal discussions. The work we do is varied and whatever our role, it revolves around our values.

WE ARE FAIR

We treat people equally, without favouritism or discrimination. We are impartial in our activities and free from bias or dishonesty. We are competent, reliable and respectful. Our decisions are open, honest and rationalised by a sound evidence base to promote integrity and trust.

WE ARE COLLEGIAL

We share responsibility, including being honest and fair in our conduct towards others. We are willing to be judged on our performance. We work together to achieve our strategic outcomes. A collaborative approach allows us to work effectively together or individually. We communicate clearly, actively listen to others, take responsibility for mistakes, and respect the diversity of our team. We demonstrate impartiality and accountability.

WE ARE RESPECTFUL

We respect those we work with and liaise with; this means that we actively listen to others and behave considerately towards others. We respect ourselves to make responsible choices in what we say and do, to reach personal and organisational outcomes. We treat others the way we want to be treated.

WE ARE ENERGETIC

We are enthusiastic and approach our activities with vigour and vitality.

Strategic Outcomes

The Authority and the Information Commissioner have recalibrated our strategic outcomes to align with the Island's overarching goals whilst enabling us to deal with the demands of international technological advancements, complex business needs, international cooperation, and where necessary, enforcement. Our strategic outcomes are vital for the sustainable development of Jersey's digital economy, and therefore for our Island's continued prosperity.

Strategic Outcomes

(continued)

1. Achieving and maintaining the highest standard of data protection in Jersey.

- a. Our purpose demands the highest standards of data protection for our citizens, and those who interact with Jersey, remembering that our Law (like GDPR) has extra-territorial scope.
- b. It is also important to remember that as a fundamental human right, data protection is intrinsically linked to well-being, mental health, reducing inequalities and improving living standards. All of these areas are key elements of the Island's collective strategy in the coming years.

This outcome covers all areas of our organisation and those who we are here to serve and support. From delivering proactive day to day guidance and resources, to forging ahead with our outreach and education programmes, to specific enforcement initiatives, such as targeted audits, we are committed to achieving and maintaining the highest standards of data protection. However, we cannot do this alone. We will continue to engage with all sectors of our community, such as Non Executive Directors, charities, government, local business and young people. Our deliverables in this area, support our aim to be an exemplar and a source of leadership to our stakeholders. This in turn helps them to understand their role and their responsibilities, so that they too can deliver the highest standards of data protection.

2. Maximising technological and economic opportunities to enhance the Island's reputation as a safe place to host personal data and do business.

- a. Jersey is a unique jurisdiction where the regulation of personal data (particularly in the finance sector) is already entrenched in our society. It will be critical for our economy to ensure we remain at the leading edge, monitoring international legislative frameworks, trading corridors and innovation to ensure Jersey can act fast and seize opportunities that both grow and preserve our already strong reputation for data privacy.
- b. Our strong relationships with relevant stakeholders in the digital sector and government have enabled us to participate in a major project on the feasibility of Data Stewardship, Data Dignity and Data Sovereignty¹ in Jersey. These concepts can provide exciting opportunities for Jersey where the Island can be seen as a world leader. We are key stakeholders in those discussions.

Strengthening our team with the development of a policy function will allow us to proactively identify relevant developments in the field of data protection, such as new and emerging technologies, economic or social change. Our deliverables in this area start at grass roots level, with the aim of helping our stakeholders to ensure they have solid foundations, are minimising risk and are alert to both future threats and opportunities. As a small but agile team, our focus will be to understand the emerging landscape, work collegially with key change agents and provide thought leadership to facilitate positive change.

This will include our on-going responsibility to maintain an awareness of regulatory and legal changes which may impact on privacy and data protection in Jersey and to contribute to our ability to navigate new privacy frontiers.

¹ Data Stewardship as a concept has many connotations, but in this context is a practice designed to ensure that individuals have greater control over access, use and sharing of their personal data. Models have been tested successfully in other jurisdictions, particularly in the field of healthcare in the UK, and there is a significant opportunity for Jersey to take a lead in this area thanks largely to its long-standing trust framework. We are key stakeholders in discussions in this evolving area.

3. Protecting our future generations by putting children and young people first.

- a. Given the exponential advances and uses of technology, it is critical, now more than ever, that we take steps to educate children on how online behaviours can affect their opportunities in later life and provide them with the tools to protect themselves against the many harms associated with a digital environment, including social media, online gaming and the darker sides of the internet.
- b. Equally, many of these young people will be our future digital innovators. It is incumbent upon us to help them embrace technological innovation in a safe way, and work with them to improve their own broader skills so as to ensure that Jersey remains not only a safe place to live, but also an exciting, attractive and progressive Island in which to do business
- c. Highlighting children is not at the exclusion of adult populations within our community. We respect all members of our community whilst recognising that some populations may be at higher risk and need greater protection. Our role as regulator is to ensure that we target our support accordingly and apply the law in a fair and consistent manner, protecting those who need it most.

In working towards this outcome, our deliverables build on our already strong relationships with the Island's schools, through further development and wider roll-out of our education programme. Through specific targeted outreach campaigns, we will raise children's awareness of their data protection rights, whilst alerting them to the potential risks of their online and other activities.