

PrivCom is launching the 2025 iteration of the Pink Sandbox

Are you an organisation in Bermuda that champions emerging technologies and/or innovation that uses personal information in novel ways? PrivCom would like to hear from you!

The Privacy Innovation and Knowledge-sharing ("Pink") Sandbox has been designed to serve as a free service and a formal mechanism to allow PrivCom to engage with organisations early, without discouraging innovative products, projects, or services that do not have long histories of risk profiles. The Pink Sandbox encourages a Privacy by Design approach that anticipates issues early, allowing partners to avoid missteps and building privacy into their products, projects, or services as a default setting.

PrivCom is inviting organisations to submit their innovative product, project, or service that uses personal information to be considered for participation in the 2025 iteration of the Pink Sandbox in the key areas of Emerging technologies and Exceptional innovation.

Emerging technologies are new kinds of tools or systems that are just starting to be developed or used. They're often not common yet but have the potential to change the way we live, work, or socialise in the future. They present significant opportunities to make people's lives easier, safer, more comfortable, and efficient. Examples include things like self-driving cars, virtual reality, artificial intelligence and so on. However, emerging technologies also present a range of risks that may harm people's privacy and trust in these technologies. As technology evolves, this is likely to be the case especially if the risks are not addressed.

Exceptional innovation means a great, creative idea or intervention that solves a problem in a unique way or improves something a lot. It's not just a small improvement – it's something that stands out. For example, an activity that uses personal information that is not yet established in any sector or a novel use of an existing innovative technology. There should be qualitative and quantitative evidence that the innovation is likely to be transformative.

Commissioner Alexander White said: "Just like other regulators around the world, PrivCom has developed "sandboxes," or structures where innovative organisations can test their product, project, or service and experiment in a controlled environment and in close coordination with the regulator. The regulator's role in a sandbox is to provide oversight and expertise. In the past, the Pink Sandbox focused on training and equipping participating organisations with the necessary knowledge, skills, and framework geared towards PIPA compliance. We have just relaunched the Pink Sandbox to support organisations which are creating products, projects, or services that utilise personal information in innovative and safe ways."

Download the Expression of Interest (EOI) form from www.privacy.bm/pink-sandbox or email us at innovation@privacy.bm to request the form.

To express your interest in entering the Pink Sandbox, a completed EOI form is to be submitted to innovation@privacy.bm by EOD on 11 May 2025.