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Privacy On-line



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The Basics



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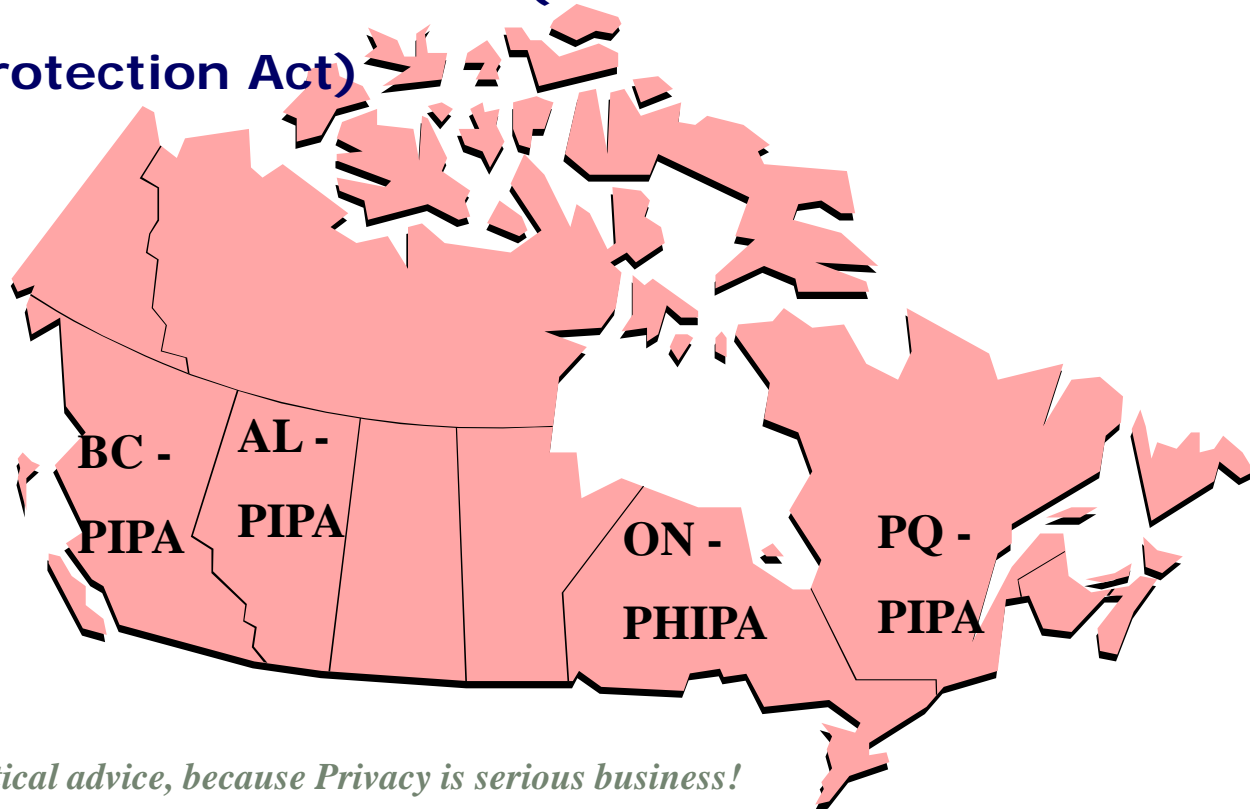
Canada – Federal: PIPEDA

(The Personal Information Protection and Electronic Documents Act

in effect for most of Canada on January 1, 2004)

- Covers trans-border data flow

PROVINCIAL: PIPA - (The Personal Information Protection Act)





10 PIPEDA Principles

Code for the protection of personal information developed under the auspices of the Canadian Standards Association (CSA).

1. **Accountability**
2. **Identifying Purposes**
3. **Consent**
4. **Limiting Collection**
5. **Limiting use, disclosure and retention**
6. **Accuracy**
7. **Safeguards**
8. **Openness**
9. **Individual Access**
10. **Provide Recourse**

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What is Personal Information?

“Factual information, recorded or not about an identifiable individual”

**Factual information
recorded or not
about an identifiable individual**



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Under GDPR

What is “Personal Data”?

“Personal data” is defined in both the Directive and the GDPR as any information relating to an person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that person.



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Commercial Act

Federal responsibility is for trade and commerce:

“Any particular transaction, act, or conduct, or any regular course of conduct, that is of commercial character”

**“Making a profit” isn’t relevant
Barter counts**



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Commercial Act

Is the exchange of personal information
for service a Commercial Act?



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Third Parties

Points to consider

Permanent disclosure occurs when personal information is transferred to a third party and is not returned.

Transfer is temporary disclosure occurs when information is shared with a third party on a temporary basis, because the original organization has the information returned to them

Third parties are advertisers, app developers providers, insurance companies.





How do I fit into the picture?

In Ontario, we are currently under PIPEDA. As a not-for-profit, this law governs personal information that crosses and international or provincial border.

We have had several Ontario Personal Information protection bills brought before the legislature, all have died on the order table

We do fall under Personal Health Information Protection Act.

If a student discloses health information, you then become the custodian of that health information.





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What exactly is a cookie

“a packet of data sent by an Internet server to a browser, which is returned by the browser each time it subsequently accesses the same server, used to identify the user or track their access to the server.”



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Questions and answers



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How many people have a facebook acct?

Have you read the privacy statement?

How often are you on facebook?

Have you ever done a quiz on facebook?

Have you ever played a game on facebook?

Do you have facebook on you mobile device?



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Social Networks

Facebook Stats

Worldwide, there are over 2.20 billion monthly active Facebook users for Q1 2018 (Facebook MAUs) which is a 13 percent increase year over year..

There are 1.15 billion mobile daily active users (Mobile DAU) for December 2016, an increase of 23 percent year-over-year. (Source: Facebook as of 2/01/17) This is hugely significant and shows the dramatic growth of mobile traffic on Facebook.





Facebook Facts

Age 25 to 34, at 29.7% of users, is the most common age demographic. (Source: Emarketer 2012) What this means for you: This is the prime target demographic for many businesses' marketing efforts, and you have the chance to engage these key consumers on Facebook.

Five new profiles are created every second. (Source: ALLFacebook 2012) The Implication: The potential audience on Facebook is growing exponentially.





More Facebook Facts

1.45 billion people on average log onto Facebook daily and are considered daily active users (Facebook DAU) for March 2018, which represents a 13 percent increase year over year (Source: Facebook as 04/25/18).

Sixty-six percent of Facebook's audience would be considered DAU versus Monthly Active Users (MAU). The Implication: A huge and vastly growing number of Facebook users are active and consistent in their visits to the site, making them a promising audience for your marketing efforts.





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Instagram Stats

Total Number of Monthly Active Instagram Users:

800 million

Number of Photos Shared to Date:

40 billion

And the financial impact-

200 million Instagrammers actively visit the profile of a business every day



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Twitter

Be Careful what you Tweet !

You never know how it will rebound on you.



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Devices

Amazon's Alexa recorded private conversation and sent it to random contact. Would Siri do that?

Why does my Norton offer to protect me from Malware using my computers camera?



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Your Phone

Factory settings for you phone are not geared to privacy.
Group exercise- What permission do your apps have?





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What does all this mean to you?

Money is being made on the information that you provide.

It is also used to sell more things to you in a very persuasive way?

The way the social media is being used, is being questioned tested under the new GDPR.



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Other on-line scams to watch for

Subscription Traps- Free samples that are not free



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On-line scams

Spoof web site

Ransomware: Hi-jacking your hardware



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And more on-line scams

Business Executive Scam:

A message from management that isn't a message from management.



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It all comes back to Consent

Know what you are consenting to when you:

- Download an app.
- Sign onto a new social media app
- Go to a link that you have not seen before

READ THE TERMS OF SERVICE



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Why should you care

identity theft

on-line bullying

fraud via on-line scams

the internet is forever.



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Where will we go from here



**NOT FOR
SALE**



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Today's Takeaways

Be aware of your privacy responsibilities

Be aware of what you are consenting to online

Be aware of what kinds of consent you are giving to your devices.

Be careful out there.



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READ the PRIVACY Statement.

According to the Regulation consent means “any **freely given, specific, informed and unambiguous** indication of his or her wishes by which the data subject, either **by a statement or by a clear affirmative action, signifies agreement** to personal data relating to them being processed;”

The purposes for which the consent is gained does need to be “collected for **specified, explicit and legitimate purposes**”



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Useful Web sites

Office of the Privacy Commissioner of Canada

www.priv.gc.ca

Office of the Ontario Privacy Commissioner

www.ipc.on.ca

Office of the Privacy Commissioner of British Columbia

www.oipc.bc.ca

Office of the Alberta Privacy Commissioner

www.foip.alberta.ca

Commission d'accès à l'information du Québec

www.gov.pe.ca/foipp/index.php3



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Thanks for listening!



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