



PRIVATECH

PROTECT YOUR PRIVACY AND DATA SECURITY
OACAO Annual Conference

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- Background on privacy.
- Key steps for organizations on privacy compliance and reducing the risk of data breach.
- Key steps for individuals to protect one's personal information and avoid identity theft and other harms.
- Breaches that lead to privacy class actions.
- Role of the regulators.

INFORMATION PRIVACY

The right to control the collection, use and disclosure of your personal information.



The assurance that information shared with a trusted entity will not be further disclosed.



Involves safeguarding confidential information, getting consent, providing access, etc.

WHY HAS PRIVACY BECOME SO IMPORTANT

- Intense media, regulator and consumer attention on privacy breaches.
- Increase in **identity theft cases** in Canada and **class action lawsuits**.
- Reputational costs can be devastating.
- Thus, it is critical for organizations to demonstrate a commitment to protecting personal information.



MFIPPA - BACKGROUND

- Since January 1, 1991, the *Municipal Freedom of Information and Protection of Privacy Act* has provided a legal requirement for municipal governments/programs.
- MFIPPA ensures transparency and accountability:
 1. Information about data handling practices should be made available to the public.
 2. Exemptions from the right of access should be necessary, limited, specific, and only used where there is a compelling reason.
 3. Access decisions may be reviewed by the IPC.
 4. Personal privacy must be protected.



WHAT DATA DO PRIVACY LAWS PROTECT?

- Any information about an identifiable individual irrespective of sensitivity or the format (includes electronic, paper, verbal...).
- Personal information includes:
 - ✓ Age, name, SIN or other identifiers.
 - ✓ One's image.
 - ✓ Personal contact information.
 - ✓ Opinions, comments.
 - ✓ Preferences or behaviour patterns.
 - ✓ Disputes, complaints made.
 - ✓ Financial information such as credit card or banking details



WHAT IS THE PUBLIC MOST AFRAID OF?



PRINCIPLES OF PRIVACY IN CANADA

Accountability		
Identifying Purposes	Consent	Limiting Collection
Limiting Use, Disclosure and Retention	Accuracy	Safeguards
Openness	Individual Access	Challenging Compliance

ACCOUNTABILITY



*All privacy
cartoons found at
www.priv.gc.ca*

GETTING ACCOUNTABILITY RIGHT

“Given the vast amounts of personal information held by organizations and institutions, the increasing economic value of this information, and the heightened attention and concern regarding privacy breaches, it is vital that organizations take steps to develop and strengthen their privacy management programs to minimize risks and increase compliance.

Canadians expect and deserve it.”

Getting Accountability Right with a Privacy Management Framework



Office of the
Information and Privacy
Commissioner of Alberta

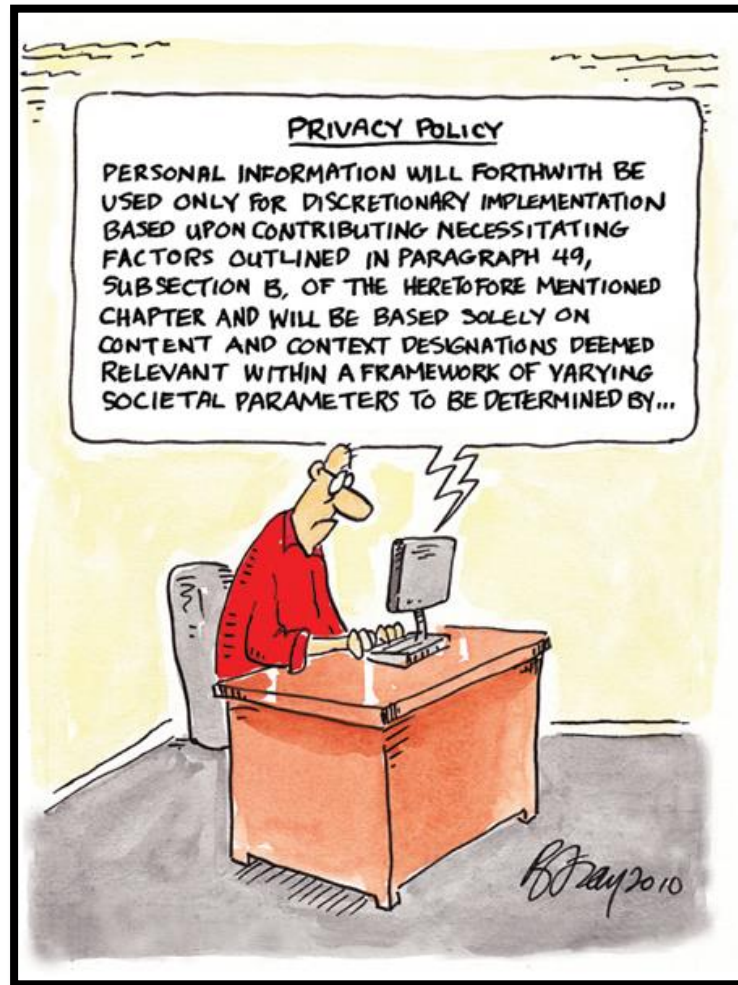


Office of the
Privacy Commissioner
of Canada



OFFICE OF THE
INFORMATION & PRIVACY
COMMISSIONER
for British Columbia

IDENTIFYING PURPOSES

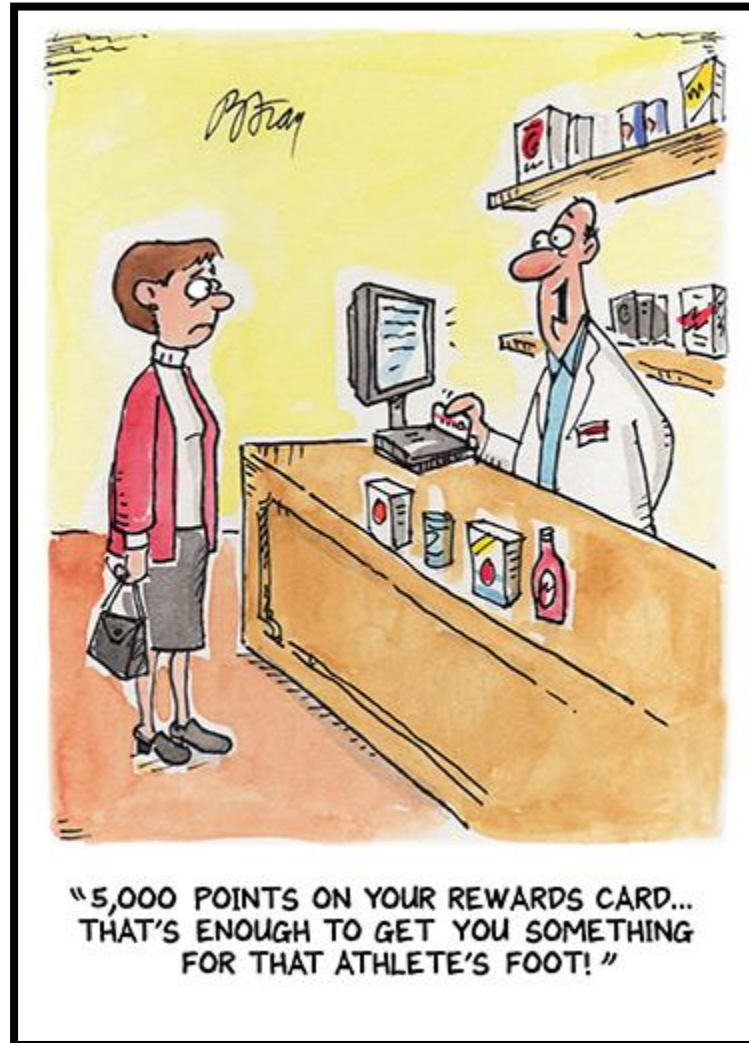


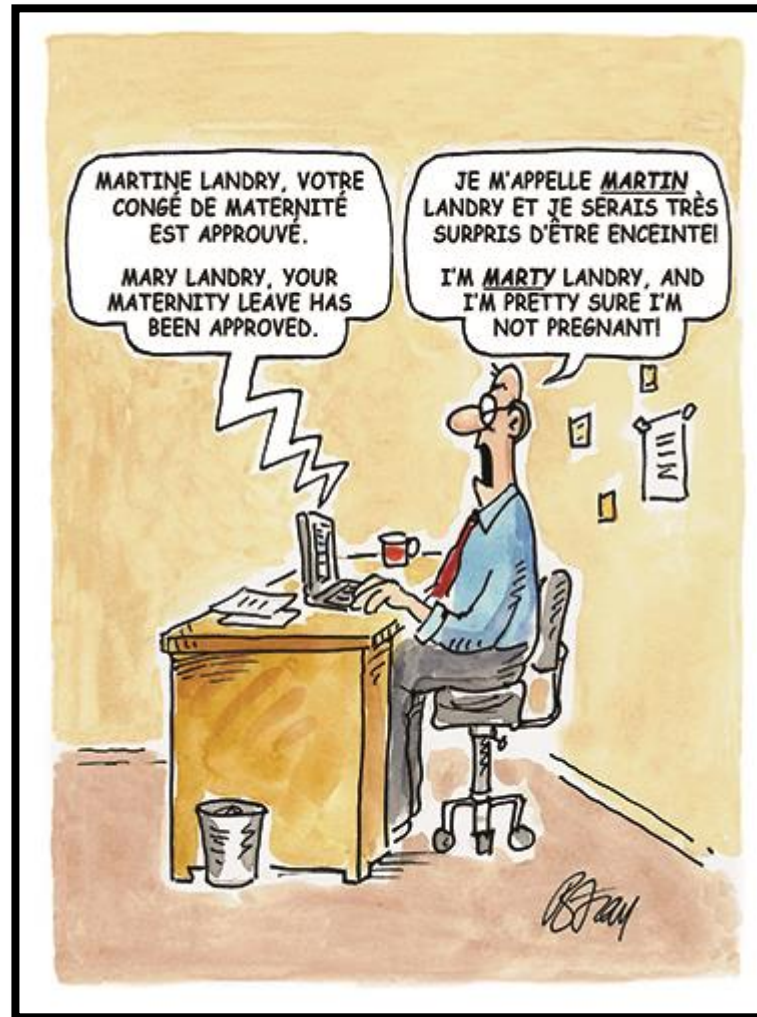


LIMITING COLLECTION



LIMITING USE DISCLOSURE AND RETENTION



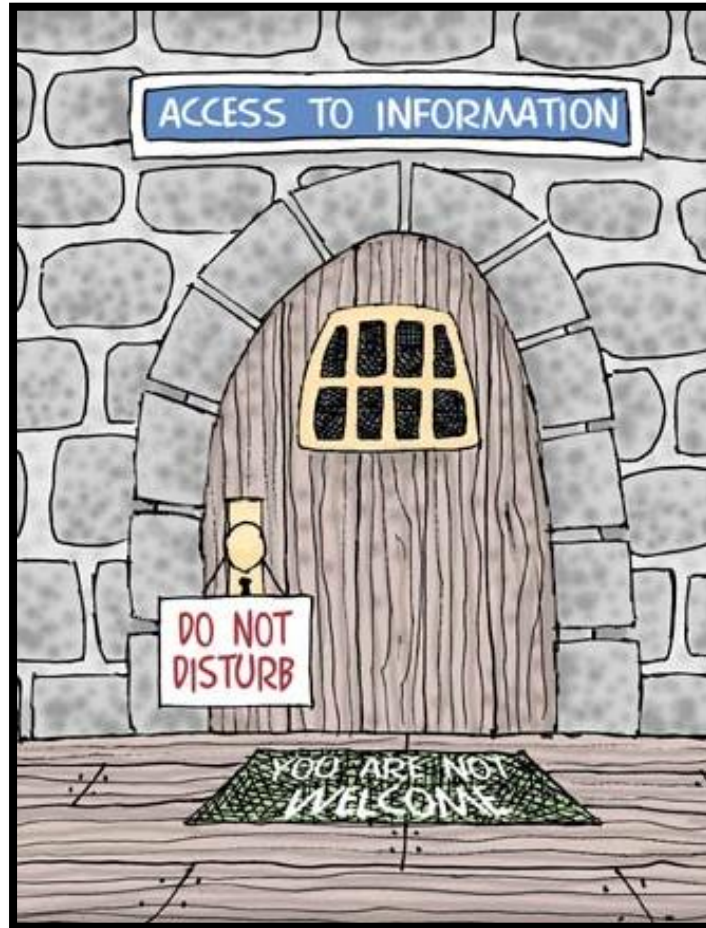


SAFEGUARDS





INDIVIDUAL ACCESS



CHALLENGING COMPLIANCE



PRIVACY IS A RISK MANAGEMENT ISSUE

Privacy Incident



Privacy Breach

Unauthorized access to, use or disclosure of PI
Loss or theft of PI



Financial Risk

- Managing the breach



Confidence Risk

- Loss of stakeholder trust



Legal Risk

- Penalties, damages, fines

TEN TIPS FROM THE FEDERAL COMMISSIONER

1. Know what personal information you have, where it is, and what you are doing with it.
2. Know your vulnerabilities.
3. Know your industry.
4. Encrypt data on portable media.
5. Limit the personal information you collect, as well as what you retain.



TEN TIPS FROM THE FEDERAL COMMISSIONER

6. Don't neglect personal information's end-of-life.
7. Train your employees.
8. Limit, and monitor, access to personal information.
9. Maintain up-to-date software and safeguards.
10. Implement, and monitor, intrusion prevention and detection systems.



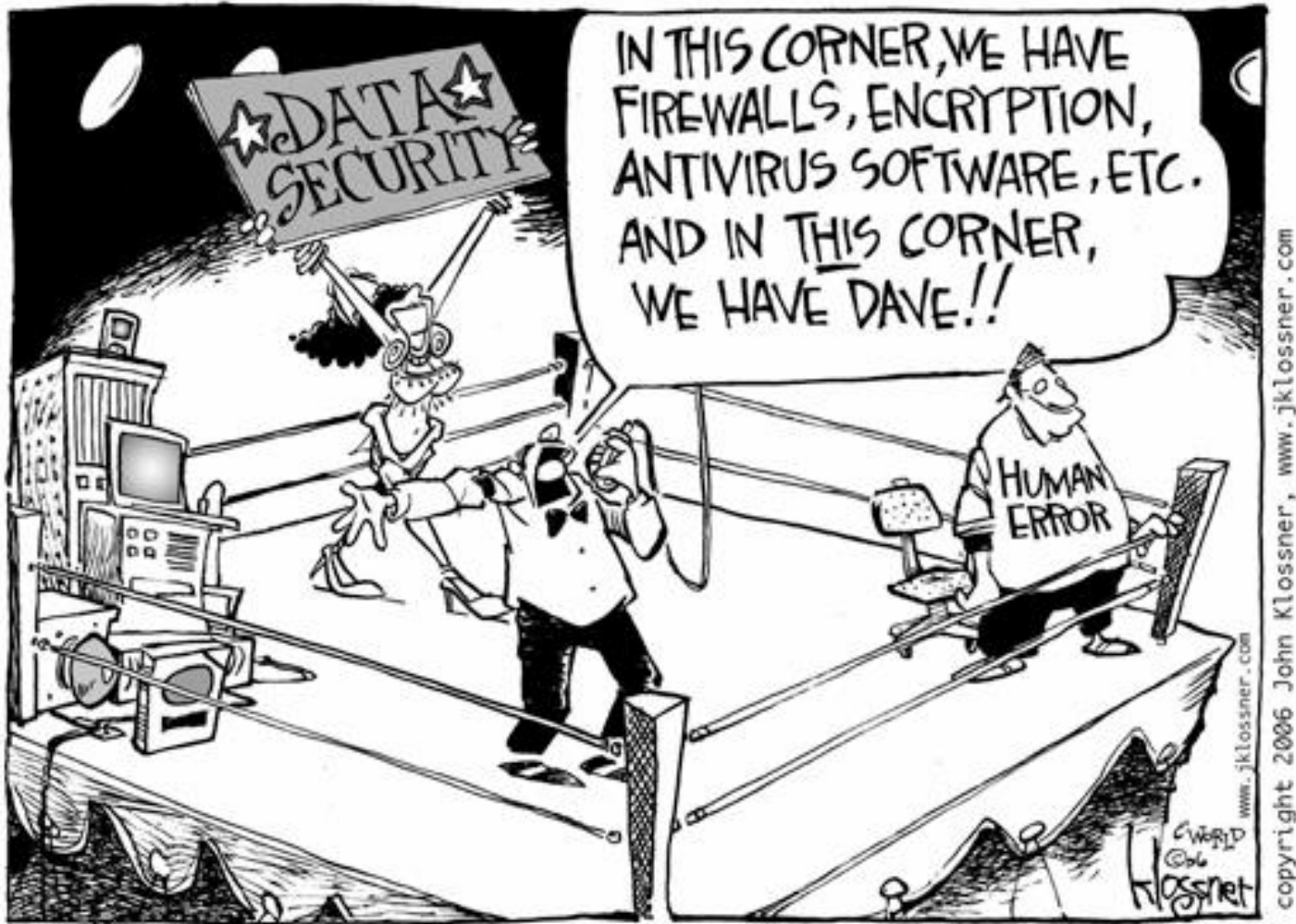
Office of the
Privacy Commissioner
of Canada

MOTIVES FOR CYBER ATTACKS

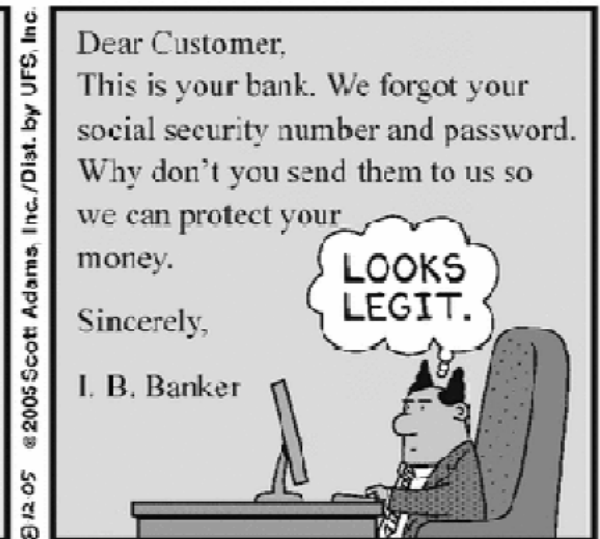
1. **Curiosity** – Accessing information.
2. **Financial** – Ransomware or acquiring/selling information.
3. **Political Statement** – Shutting down or manipulating service to cause embarrassment, negative attention, inconvenience.



WE ARE THE WEAKEST LINK



PHISHING SCAMS



IDENTIFYING THE UNAUTHENTIC E-MAIL

Education Page

This is an Authorized Training Exercise from "Your Company"

Phishing is a method used to gain personal information or deliver malicious software.

You are receiving this message because you clicked a link in a simulated phishing email.

Here are some hints that might have indicated this email was potentially dangerous.

From: Email Alert: <SuspiciousActivity@webemailmaxedout.com>

This email contains a fictitious Email Domain

Subject: Protect Your Email Account – Suspicious Activity

Dear Valued Customer,

Your bank will address you by name.

We have detected a suspicious activity in your e-mail account from another IP address location.

For your protection, an update to your email is required to prevent you from

A legitimate email will not contain misspelled words

[Verify Your Account](#)

When hovering over the link, you will notice a fictitious domain name. Also log in sites should direct you to **https://** for a secure log in experience.

http://login.alert.maxed-out
login_id=d3d172410eae045180b92602b80
D0bc97ae
Click link to follow

Warning - Use extreme care when clicking links in emails.

SECURING MOBILE DEVICES

1. Set up a passcode.
2. Scrutinize your apps.
3. Be wary of Wi-Fi.
4. Keep a remote back-up of your data.
5. Update your operating system.
6. Log out of your accounts.



SAFE SOCIAL NETWORKING

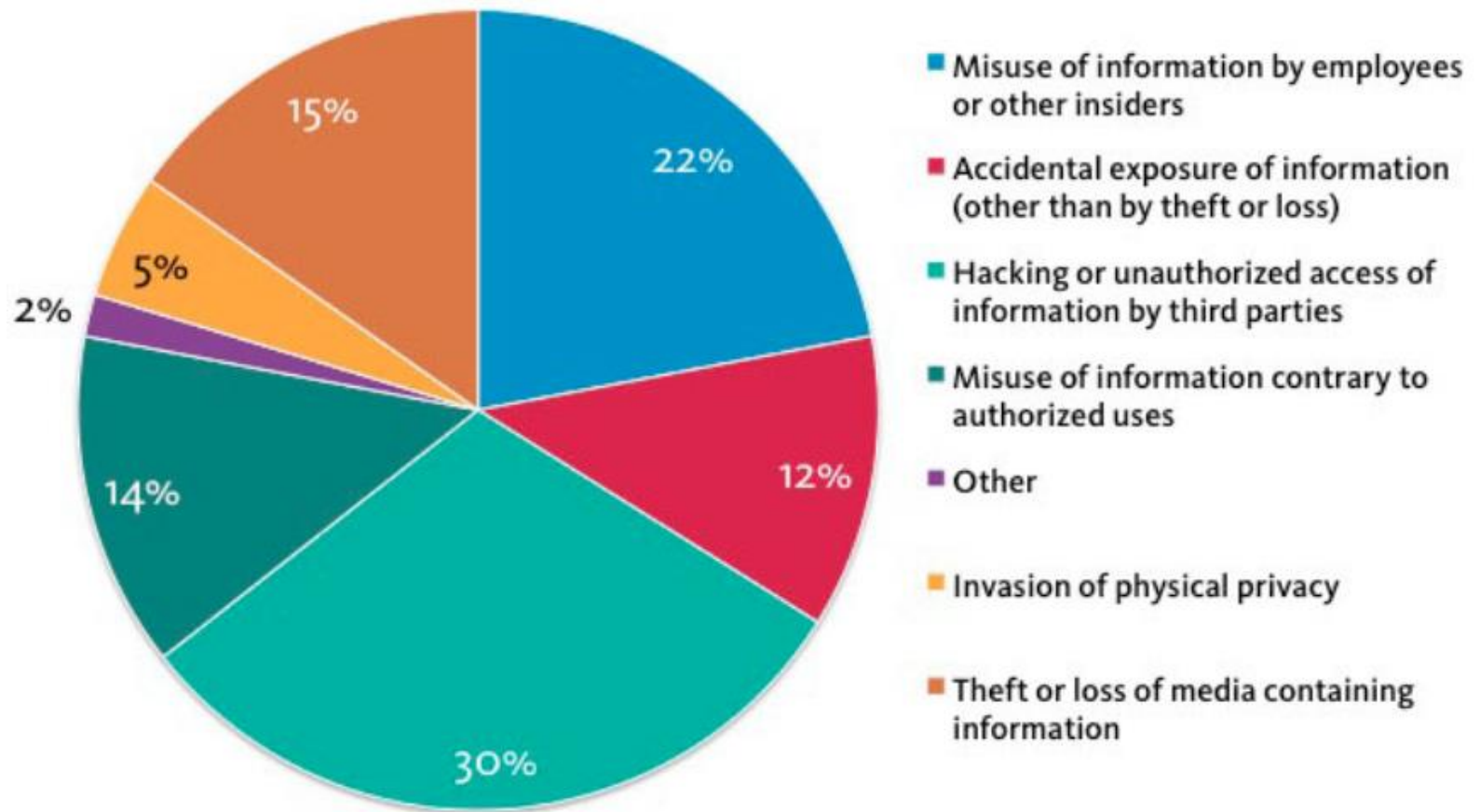
1. Manage your privacy settings.
2. Remember: Once posted, always posted.
3. Keep personal information personal.
4. Protect your computer.
5. Use strong passwords.
6. Be cautious on social networking sites – don't click on links that seem suspicious.



Facebook Privacy Settings:

- Select **Privacy** to view and edit who can see your photos, activity and information.
- Select **Apps and Websites** to control access to your Facebook account.
- Select **Blocking** to block specific users or application invitations.

PRIVACY CLASS ACTIONS



Osler, Hoskin and Harcourt, 2018

ROLE OF THE PRIVACY COMMISSIONERS

- Oversee compliance with privacy laws of their jurisdiction.
- Educate the public and organizations on best practices.
- Interpret privacy laws.
- Investigate and resolve complaints.
- Provide opinions on privacy breaches in the media.
- Help individuals and organizations recover from breaches.



www.ipc.on.ca

WHERE ARE WE ON PRIVACY?

- First Wave:
 - Privacy = “Right to be Let Alone”
- Second Wave:
 - Privacy = “Right to Respect for Private and Family Life”
- Third Wave:
 - Privacy = “Control over Your Personal Information”
- Fourth Wave?
 - Privacy = Transparency... the right to understand HOW one’s “personal information” is being used.

CONCLUSION

- Privacy is a deeply felt yet elusive concept.
- Privacy protection is closely intertwined with the need for **confidentiality and security**.
- Privacy facilitates/promotes other fundamental values such as **respect and dignity**.
- To get privacy right:
 - Assume sensitivity.
 - Think about what you would want if the information was about you.



THANK YOU

Questions?



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