

ICDPPC Global Privacy and Data Protection Awards

Guidelines for obtaining meaningful consent:

1. Contact details for this entry:

- a. Name and email address of person completing this form:
- b. Name of Data Protection or Privacy Authority: **Office of the Privacy Commissioner of Canada.**

2. Eligibility: By submitting this entry I confirm that:

- a. The Authority is a member of the International Conference of Data Protection and Privacy Commissioners.
- b. The initiative described in this entry was undertaken since the last edition.
- c. I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the ICDPPC Secretariat.

3. Please indicate which **category or categories** you wish to enter (delete those that do not apply; you can enter multiple categories):

- a. Innovation

4. Description of the initiative

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

In October 2017, the Office of the Privacy Commissioner of Canada ("OPC") launched Dragons' Den, a platform for all staff to present an innovative idea or solution in furtherance of our ultimate goal: protecting the privacy of Canadians with a vibrant, progressive and results-focused work environment. Dragons' Den released and leveraged the ingenuity of our staff to address regulatory challenges with high-impact, often non-traditional, strategies.

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

In line with the Government of Canada's vision of a world-class public service, Dragons' Den represented an open-ended competitive challenge for all staff to develop and propose systems, tools, and strategies that would better enable us to advance the privacy rights of Canadians. While there was a pledge of limited budgetary support to winning proposals, the emphasis was placed on a more valuable resource: human capital.

This engine of creativity encouraged resourceful thinking by leveraging the experience, skills, and innate talents of our colleagues. It was an opportunity for staff to collaborate across teams and tackle issues they themselves recognized but in some instances may have been obscured from the perspective of Senior Management.

The OPC's spirit of innovation was contagious. Out of numerous submissions, seven finalists entered the Dragons' Den. The enthusiastic pitches covered innovative ideas that ranged from "smart meetings" to "consumer chatbots".

A panel of Senior Management Dragons assessed the proposals and threw their support behind three winning initiatives. They included a re-imagining of:

- i. Our communication strategy to Canadians on topics with everyday relevance (Consumer Assistance Booths);
- ii. The way we prepare and inspire new staff for the challenges of privacy protection (Privacy Primers!); and
- iii. How we educate public sector stakeholders on privacy compliance (Privacy Alerts!)

Although the first Dragons' Den competition has formally ended, the seeds of innovation continue to bear fruit. All winning initiatives are in the first phases of implementation. The Dragons' Den philosophy of innovation lives on through the visionary thinking and calculated risk-taking that such a philosophy produces.

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

While the overwhelming success of this initiative advanced the OPC's commitment to protecting Canadians' privacy, the Dragons' Den philosophy, and its positive contagion, is far-reaching.

Given the revolutionary impact of technology in the marketplace, regulators have no choice but to keep pace. Agencies can struggle to remain agile and effective in the face of limited resources and growing demands on those resources. However, Dragons' Den demonstrated that an organizations' wealth can be measured in many ways. It recognized the untapped abundance of human capital already within our ranks and its potential for cultivating innovation and creativity.

It is an axiom that the most enduring innovations are those that are sourced from, or developed by, all members of an organization. By providing a forum for progressive ideas to be encouraged and heard, this initiative revealed that all it takes to maximize on an organization's potential is dedication, a little creativity, and an invitation into the Dragons' Den.

d. Include a photograph or image if you wish (note this will help illustrate the description of the entry on the ICDPPC website; the image can be pasted into the entry or send as an attachment or a link may be provided):

N/A

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):

N/A

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

N/A