

# ICDPPC Global Privacy and Data Protection Awards

2019

## Entry Form

**Deadline 29 July 2019**

To submit an entry to the ICDPPC Global Privacy and Data Protection Awards please complete and email this form to [ExCoSecretariat@icdppc.org](mailto:ExCoSecretariat@icdppc.org) no later than 29 July 2019.

Note: ICDPPC member authorities can submit as many entries as they wish, but a separate form should be used for each different entry, submitted by the deadline of 29 July. Languages: the conference documentation rule 6.2<sup>1</sup> applies:

**1. Contact details for this entry:**

- a. Name and email address of person completing this form: Jane Zatylny, A/Senior Communications Manager  
[JZatylny@oipc.bc.ca](mailto:JZatylny@oipc.bc.ca)
- b. Name of Data Protection or Privacy Authority: Office of the Information and Privacy Commissioner for BC (OIPC)

**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** you wish to enter (delete those that do not apply; you can enter multiple categories but please use separate forms for each entry):**

- a. Education and public awareness

**4. Description of the initiative**

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

PrivacyRight provides comprehensive, multi-platform online education to inform organizations of their obligations under PIPA and empower them with knowledge and tools to build effective privacy management programs that protect personal information and comply with the Act. PrivacyRight offers a suite of accessible (and free) tools and resources such as animated videos and webinars, podcasts, guidance documents, printed pamphlets, social media tiles, and monthly newsletters, that walk organizations through the fundamentals to more advanced privacy management.

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

The OIPC launched PrivacyRight in February 2019, during the 15th year of our Personal Information Protection Act (PIPA). The free education is designed to be accessible and breaks down the legislative obligations into easy-to-understand segments that private sector organizations of any size can implement right away. PrivacyRight is relevant to any non-profit, medical clinic, charity, trade union, business, or other

<sup>1</sup> 6.2 Conference documents

Without prejudice to section 4.2, conference documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other conference documents such as the Conference Rules and Procedures.

type of private organization that collects the personal information of its employees, customers, clients or others.

PrivacyRight walks organizations through effective privacy management, from the fundamentals through to more advanced concerns. Topics covered include:

- basic obligations under PIPA
- building a privacy management program
- drafting privacy policies
- determining authority to collect, use or disclose different aspects of personal information
- providing notification and getting consent
- implementing reasonable security safeguards
- disclosure of personal information to third parties
- managing requests, complaints and breaches and
- conducting risk assessments, audits, and overall compliance monitoring
- conducting social media background checks
- online privacy
- personal information and the cannabis industry
- personal information and Strata management
- use of video surveillance

We have produced 10 webinars, 4 videos, 3 podcasts on hot-button topics, 24 guidance documents (6 of them brand new or recently overhauled), monthly newsletters and blogs, social media tiles and templated wording for businesses to use to highlight their own privacy and access-related activities (#PrivacyRight), and printed pamphlets for workplace distribution.

All PrivacyRight materials were developed in-house. We engaged staff at all levels for content creation, recording, animation, sound editing, and regular interaction with organizations and the public.

In order to help spread the word about PrivacyRight, we made connections with the Better Business Bureau (BBB), Chambers of Commerce, BC Registry Services, Service BC, and industry associations, boards, and membership groups. We leveraged their membership and outreach to ensure PrivacyRight reaches those who need to know.

Monthly, BBB updates 4,400 members and BC Registries notifies 2,800 new businesses specifically about PrivacyRight. In addition, Service BC's offices in rural locations process over 150,000 transactions a month and we have 4 slides scrolling through their advertising screens. So word is spreading!

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

PrivacyRight is a direct response to requests from private organizations. PrivacyRight's education and tools are free, easily accessible, right-sized for learning, and easy to implement.

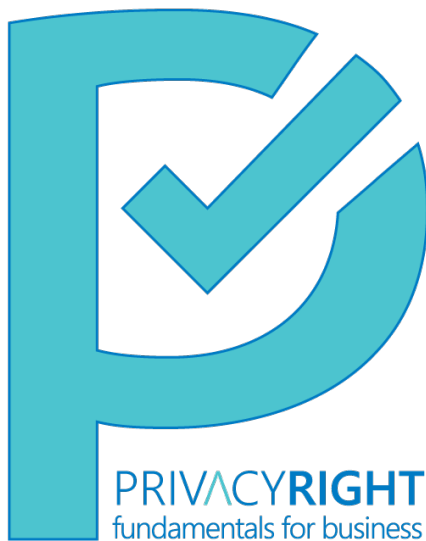
There is tremendous potential for PrivacyRight to aid in improving privacy practices in the over one million organizations that handle personal information in BC. PrivacyRight helps to educate organizations, and is advancing the conversation around privacy and privacy education in BC, and with other national and international regulators.

During program planning, we faced barriers such as limited funding and identification of and access to organizations. We met these challenges creatively, focussing on building and strengthening relationships with internal and external stakeholders:

- All PrivacyRight materials were developed in-house. We engaged staff at all levels for content creation, recording, production, and regular interaction with organizations and the public.
- We made connections with the Better Business Bureau (BBB), Chambers of Commerce, BC Registry Services, Service BC, and industry associations, boards, and membership groups. We leveraged their membership and outreach to ensure PrivacyRight reaches those who need it.

We've had over 1,200 views to date and nearly 200 newsletter subscribers. And through our connections with external stakeholders, word is spreading!

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



- 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): <https://www.oipc.bc.ca/privacyright/>
- 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):

YouTube playlist featuring all PrivacyRight webinars and videos to date:

<https://www.youtube.com/watch?v=1QQtHN-DpYc&list=PLw5P8oHC9EnrJm0I8whBfixPLQ6hkx-k8>

Monthly blogs spotlighting the latest PrivacyRight releases:

<https://www.oipc.bc.ca/news/categories/PrivacyRight>

Blog posts and articles by BC Organizations:

1. <https://www.digibc.org/blogs/oipc-privacy-awareness-week-2019-getting-privacy-right>
2. <https://www.bccpa.ca/news-views-kb/browse-news-views-knowledge-base/practice-management/technology/resources-tools/privacyright/>
3. <https://www.vrca.ca/blog/2019/03/25/privacyright-online-privacy-education-for-bc-businesses/>
4. <https://www.armavi.org/>
5. <https://www.viatec.ca/articles/commissioner-launches-privacyright-program-for-bcs-private-sector>
6. <https://connectsus.com/hr-resources/updates/2019-updates> See March 7, 2019
7. <https://www.facebook.com/pg/vancouverislandrealestateboard/posts/> See May 9, 2019
8. <https://digibc.silkstart.com/blogs/oipc-privacy-awareness-week-2019-getting-privacy-right>
9. Douglas Magazine, Business Impact, page 15 <https://issuu.com/page-one/docs/dam19>

Twitter:

1. <https://twitter.com/DorsetRealty/status/1126888190042943488>
2. [https://twitter.com/TIABC\\_CA/status/1126546324780924928](https://twitter.com/TIABC_CA/status/1126546324780924928)
3. [https://twitter.com/PACC\\_CCAP/status/1126622330170552320](https://twitter.com/PACC_CCAP/status/1126622330170552320)

4. <https://twitter.com/VanConstruction/status/1126613929277448192>
5. <https://twitter.com/GrantHaddock/status/1124457785654153216>
6. <https://twitter.com/LawsonLundell/status/1110668749726605312>
7. <https://twitter.com/HUBTechnology/status/1103749694738448384>
8. [https://twitter.com/ipp\\_consulting/status/1103795683323076608](https://twitter.com/ipp_consulting/status/1103795683323076608)
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