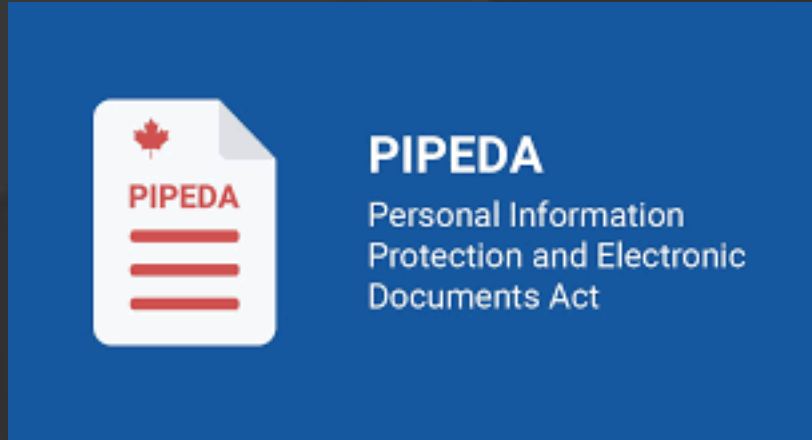


# LAB EXERCISE 9 - CANADA PIPEDA PRIVACY ACT



**Watch Short Introductory Video: PIPEDA**

<https://www.youtube.com/watch?v=ssDnC9HCKM8>

**Length : 4 Minutes and 32 seconds.**

**Questions:**

1. Why is Privacy important?

**Learning Outcomes:**

Appreciation of PIPEDA and its value to protecting Citizens.

# AI ETHICS – CANADA POV

## The Canadian Government Ethical Use of AI is...

To ensure the effective and ethical use of AI the government will:

- **understand and measure** the impact of using AI by developing and sharing tools and approaches
- **be transparent** about how and when we are using AI, starting with a clear user need and public benefit
- **provide meaningful explanations** about AI decision making, while also offering opportunities to review results and challenge these decisions
- **be as open as we can** by sharing source code, training data, and other relevant information, all while protecting personal information, system integration, and national security and defence
- **provide sufficient training** so that government employees developing and using AI solutions have the responsible design, function, and implementation skills.

# CANADA PIPEDA PRIVACY ACT

**The Personal Information Protection and Electronic Documents Act (PIPEDA) is Canada's federal private sector privacy law. It sets out the ground rules for how businesses must handle personal information in the course of commercial activities.**

- The Office of the Privacy Commissioner of Canada (OPC) helps organizations understand and meet their obligations under PIPEDA. Role of the Office of the Privacy Commissioner of Canada
- The OPC's mission is to protect and promote privacy rights. As an Agent of Parliament, the Privacy Commissioner reports directly to the House of Commons and the Senate of Canada. This independence helps ensure the Commissioner is impartial in exercising the role of ombudsman for privacy issues.
- The OPC oversees compliance with PIPEDA by conducting independent and impartial investigations and/or audits into the personal information handling practices of businesses.
- The OPC also seeks to ensure that organizations comply with their privacy obligations by providing them with information and guidance.
- The Office also undertakes engagement activities, which include outreach and advisory services.

# CANADA PIPEDA PRIVACY ACT

**PIPEDA applies to private-sector organizations across Canada that collect, use or disclose personal information in the course of a commercial activity.**

- The law defines a commercial activity as any particular transaction, act, or conduct, or any regular course of conduct that is of a commercial character, including the selling, bartering or leasing of donor, membership or other fundraising lists.
- Provincial privacy laws Alberta, British Columbia and Quebec have their own private-sector privacy laws that have been deemed substantially similar to PIPEDA. Organizations subject to a substantially similar provincial privacy law are generally exempt from PIPEDA with respect to the collection, use or disclosure of personal information that occurs within that province.