1. Office of the Privacy Commissioner of Canada, “Pipeda in brief,” Office of the Privacy Commissioner of Canada, https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/pipeda\_brief/ (accessed Feb. 8, 2024).

The act protected a person’s information and records about their age, ID, and other identifying features. It also protected their opinions, comments, and social status

1. Office of the Privacy Commissioner of Canada, “Pipeda Fair Information Principle 3 – Consent,” Office of the Privacy Commissioner of Canada, https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/p\_principle/principles/p\_consent/ (accessed Feb. 8, 2024).

Since this act, when a company wants to store or use your personal information they must ask for permission and get your meaningful consent

It is only considered valid if it is reasonable to expect that your customers has understood the nature, purpose and consequences of the collection, use or disclosure of their personal information

Other stuff about how to get consent

1. N. Steinfeld, “‘I agree to the terms and conditions’: (how) do users read privacy policies online? an eye-tracking experiment,” *Computers in Human Behavior*, vol. 55, pp. 992–1000, Feb. 2016. doi:10.1016/j.chb.2015.09.038

Nili Steinfeld researched the topic of privacy policies and found that the average policy of “top site” was 2400 words in length

1. J. A. Obar and A. Oeldorf-Hirsch, “The biggest lie on the internet: Ignoring the privacy policies and terms of service policies of social networking services,” *Information, Communication &amp; Society*, vol. 23, no. 1, pp. 128–147, Jul. 2018. doi:10.1080/1369118x.2018.1486870

the long privacy policies mean a shocking lack of people are reading them

1. J. Tang, H. Shoemaker, A. Lerner, and E. Birrell, “Defining privacy: How users interpret technical terms in privacy policies,” *Proceedings on Privacy Enhancing Technologies*, vol. 2021, no. 3, pp. 70–94, Apr. 2021. doi:10.2478/popets-2021-0038

Complex legal and technical terms used to make sure a company does not open itself up to a lawsuit can in turn make the policy less understandable

1. Office of the Privacy Commissioner of Canada, “Submission of the office of the privacy commissioner of Canada on the Competition Act Reform,” Office of the Privacy Commissioner of Canada, https://www.priv.gc.ca/en/opc-actions-and-decisions/submissions-to-consultations/sub\_competion\_230320/ (accessed Feb. 9, 2024).

Currently, there is a pressing need for a more precise definition of malpractice in acquiring consent, as individuals are increasingly susceptible to manipulation, resulting in decisions they might not have otherwise made

1. L. R. Fowler, C. Gillard, and S. R. Morain, “Readability and accessibility of terms of service and privacy policies for menstruation-tracking smartphone applications,” *Health Promotion Practice*, vol. 21, no. 5, pp. 679–683, Feb. 2020. doi:10.1177/1524839919899924

In some apps, users would have to navigate through several screens to find these documents if made available at all. Others would need to access the developer’s website or the app store to locate them. Others still were unavailable, requiring communication directly with the company.

1. Y. Chang, S. F. Wong, C. F. Libaque-Saenz, and H. Lee, “The role of privacy policy on consumers’ perceived privacy,” *Government Information Quarterly*, vol. 35, no. 3, pp. 445–459, Sep. 2018. doi:10.1016/j.giq.2018.04.002

Customers value the enforcement clause in the FIPPs that provides an assurance that a mechanism is in place to govern the disclosure, sharing and use of their financial data.

1. [1] Y. O’Connor, W. Rowan, L. Lynch, and C. Heavin, “Privacy by design: Informed consent and internet of things for smart health,” *Procedia Computer Science*, vol. 113, pp. 653–658, 2017. doi:10.1016/j.procs.2017.08.329

The eConsent process must highlight in simple language (and across a variety of languages) what the terms and conditions/privacy policy document imply. Introducing a quiz on the statements could be a beneficial step in identifying what users know and understand about the terms and conditions.

1. Office of the Privacy Commissioner of Canada, “Guidelines for obtaining meaningful consent,” Office of the Privacy Commissioner of Canada, https://www.priv.gc.ca/en/privacy-topics/collecting-personal-information/consent/gl\_omc\_201805/ (accessed Mar. 18, 2024).

Consent must Emphasize key elements, Allow individuals to control the level of detail they get and when, Provide individuals with clear options to say ‘yes’ or ‘no’, Make consent a dynamic and ongoing process