

## PIPEDA

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SOURCE: YOUTUBE VIDEO : <https://www.youtube.com/watch?v=ssDnC9HCKM8> Short Introductory  
Video: PIPEDA

Firstly, answering why **privacy is important**, the following are my conclusions from the video:

1. Privacy is important because it **protects personal information** from being collected, used, or disclosed without consent, which could be any information such as a person's name, address, phone number, email address, medical history, financial information, or online activity.
2. The most important part of any business is **establishing customer trust**, wherein customers need to know that they can trust it with their personal information. PIPEDA comes to the rescue in such cases, being the federal law that protects and promotes people's privacy rights by laying down a set of rules for businesses to handle personal information.
3. PIPEDA applies to **most businesses across Canada**, except in Quebec, BC, and Alberta, where they have their own private sector laws. However, even in these provinces, PIPEDA covers federally regulated industries like transportation, telecommunications, and banking. This clearly demonstrates the importance given to people's privacy across Canada.
4. Maintaining customers' privacy helps businesses **show their customers that they take privacy seriously**.
5. When people know about a business with respect to their privacy, they'll **bring more business** to it.

Lastly, some of my **personal understandings** from the video are:

- This video is about the Personal Information Protection and Electronic Documents Act (PIPEDA) and how it applies to businesses in Canada.
- PIPEDA is good for the business because it gives the information one needs to protect customers' personal information.
- Some things to ensure in compliance with the PIPEDA guide for businesses and organizations that I think are most relevant are:
  1. Make sure someone in the organization is responsible for protecting the personal information collected.
  2. Clearly explain the reason for collecting personal information.
  3. Don't collect more personal information than is needed.
  4. Only use personal information for the reasons explained to your customer.
  5. Don't keep personal information any longer than needed.
  6. Dispose of personal information securely.