

The Privacy Act - Does it Affect You?

Have you ever wondered what happens to the information you provide after filling out a questionnaire or answering a product survey? What about about the information you provide over the internet to receive a particular service or request information?

With most surveys and especially through electronic transactions, we leave a data trail - a record of our personal history and purchasing preferences.

This information can be combined and analysed to create a detailed consumer profile on you or your business that may be sent across provincial and national borders, sold, reused or integrated with other databases without your knowledge or consent.

As more and more Canadians

turn to electronic commerce in Canada, the Government has committed to developing legislation that will protect personal information, while at the same time, balancing this with the flow of information that is essential to our ability to compete globally.

In Canada, the *Privacy Act* protects personal information collected by the Government of Canada, but there is no federal legislation protecting the information collected by the private sector.

In the fall of 1998, the Canadian government will introduce legislation to protect personal information in the private sector.

Canada is fortunate to have

The Canadian Standards Association (CSA) Code for the Protection of Personal Information - which has already been adopted by numerous businesses and associations across the country. Putting the CSA Code into law will ensure that consumers' privacy is protected, and that there is a level playing field for business.

A discussion paper entitled *The Protection of Personal Information: Building Canada's Information Economy and Society*, outlines the key elements of the CSA Code.

To receive a copy of this discussion paper, visit www.strategis.ic.gc.ca/privacy or call (613) 947-7466; fax (613) 954-6436.

What do you think?

Fax Back to 468-7333 by February 27, 1998

The Chamber has been asked to provide input on this legislation, and we would like to hear what our members think. Your responses will help us develop a position and decide what additional action, if any, the Chamber should take. Thank you for responding.

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| 1) Do you think the Chamber should be working on this issue? | Yes | No |
| 2) Does this legislation have an impact on your business? | Yes | No |
| 3) Do you have any specific comments on this issue, the proposed legislation or the discussion paper highlighted | | |

This Policy Update can be found on our website at www.halifaxchamber.com

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