



OFFICE OF THE  
INFORMATION &  
PRIVACY COMMISSIONER  
for British Columbia

Protecting privacy. Promoting transparency.

**News Release**

**For Immediate Release  
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**B.C. Privacy Commissioner releases new guidance to help public bodies effectively protect personal privacy**

**VICTORIA**—B.C. Information and Privacy Commissioner Elizabeth Denham today published a new guidance document aimed at giving public bodies practical advice on how to implement effective privacy management.

*Accountable Privacy Management in BC's Public Sector* provides a blueprint and step-by-step instructions for all public bodies that collect and use personal information.

“As public bodies seek to serve British Columbians in new and innovative ways, many are looking for efficiencies in how they design and deliver services. Personal information is an increasingly critical part of these efforts. Public bodies have a legal and moral obligation to responsibly manage that personal information, and protect against unauthorized uses and security breaches,” said Commissioner Denham.

A privacy management program ensures that privacy is built into all new initiatives, programs or services by design. Privacy management programs build trust with citizens, who are increasingly concerned about the effect of new and emerging technologies on personal privacy, especially digital solutions for managing personal information. And, an investment in privacy management today can help prevent a costly data breach tomorrow.

As the volume, type and sensitivity of personal data in the custody of a public body will vary, privacy management programs must be adapted to the circumstances of each agency. The guidance document provides a scalable framework all public bodies can use.

“A public body cannot take a snapshot approach; creating a privacy policy and then leave it on the shelf. Privacy management should be embedded in an organization's routine tasks,” said Denham.

The Office of the Information and Privacy Commissioner intends to use this document in enforcement work and will be looking for evidence of a privacy management program in future investigations and audits.

*Accountable Privacy Management in BC's Public Sector* is available for download at:  
[www.oipc.bc.ca/tools-guidance/guidance-documents/](http://www.oipc.bc.ca/tools-guidance/guidance-documents/)