



May 12, 2017

### **Trust and transparency the focus of this year's Privacy Awareness Week**

**VICTORIA** — The Office of the Information and Privacy Commissioner for BC, along with members of the Asia Pacific Privacy Authorities (APPA), will observe Privacy Awareness Week from May 15-21. This year's theme, "Trust and Transparency," will be highlighted in OIPC promotional materials, events, and activities throughout the week.

"We wanted to take this opportunity to encourage businesses and public bodies to be transparent about the personal information they collect," explains Drew McArthur, Acting Information and Privacy Commissioner for BC. "Tell people upfront and in plain language why you're collecting their personal information and how you will use it. This will create and maintain trust with the citizens of BC."

When your personal information is requested by a business or public body – anything from your email address to your social insurance number – ask questions before giving it away. And take the time to read the fine print in privacy policies, adds McArthur. "You have the right to know why your personal information is being collected, how it will be used, and how it will be protected." Here are our Privacy Awareness Week activities:

- We'll release results from our recent Public Awareness Survey on Twitter [@BCInfoPrivacy](#).
- We will also share privacy tips on Twitter throughout Privacy Awareness Week [@BCInfoPrivacy](#).
- Join us for a one-hour Twitter chat with Assistant Commissioner Jay Fedorak on Thursday, May 18 at 2:00 pm. Send your questions to [info@oipc.bc.ca](mailto:info@oipc.bc.ca) and follow [@BCInfoPrivacy](#) and [#2017PAW](#) to join the conversation!
- Download our "Trust and Transparency" posters. Click [here](#).
- Join the OIPC at the Coquitlam Public Library on Saturday, May 13, from 2:00-3:00 p.m. for an informative presentation about mobile phones and your privacy. To register, call the library at (604) 937-4155.
- Contact us for quotes or interview opportunities.

Formed in 1992, APPA is a forum for privacy, security and data protection regulators to collaborate and exchange ideas. Current members are: Australia (National, Victoria, New South Wales, Queensland, Northern Territory), Canada (National, British Columbia), Colombia, Hong Kong, Korea, Japan, Macau, Mexico, New Zealand, Peru, the Philippines, Singapore and the United States. Learn more about Privacy Awareness Week at [www.privacyawarenessweek.org](http://www.privacyawarenessweek.org).

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