

Political Campaign Activity Code of Practice

This code seeks to establish voluntary ground rules for a level playing field between electoral campaigns, and to balance the role of political parties within British Columbia’s electoral process with the protection of individual privacy. The Supreme Court of Canada has recognized privacy as a basic prerequisite to the flourishing of a free and healthy democracy. The Court has also affirmed the important role of political parties in ensuring that the ideas and opinions of their members and supporters are effectively represented in the electoral process. We all benefit when necessary political activity is conducted fairly and transparently.

I hereby commit to the following fair campaigning practices:

1. **Understanding my privacy obligations**, including ensuring I read and understand the applicable Office of the Information and Privacy Commissioner (OIPC) guidance documents or attend a privacy briefing from my party.
2. **Understanding my campaign finance obligations**, including ensuring I read and understand the applicable Elections BC (EBC) guidance documents or attend a relevant training session.
3. **Obtaining meaningful consent** for the collection, use and disclosure of personal information from individuals. This includes plain language notification and simple mechanisms to opt out.
4. **Other than personal information provided by Elections BC, collecting personal information directly from individuals** whenever practicable, while limiting indirect collection to prescribed public sources and where otherwise authorized by law.
5. **Disclosing if analytical modelling is used to predict information about individuals**, and providing a mechanism for individuals to request both the personal information generated by these systems and correction of that personal information.
6. **Never misrepresenting an artificial intelligence system as a human being.**
7. **Never knowingly engaging in misleading practices**, such as producing or sharing inaccurate content; impersonating election officials, political actors or news media; or other forms of disinformation or misinformation.
8. **Never sponsoring or publishing hateful content**, including advertising or promotional material containing language or images that promote hatred toward any individual or group.
9. **Never obstructing another party or candidate’s campaigning**, including by defacing, destroying, or obstructing the distribution of campaign materials of other political parties and rival candidates, and never encouraging, condoning or permitting such conduct.
10. **Applying adequate privacy protections** through a privacy management program, including immediately reporting to the OIPC, and where applicable to EBC, any privacy breach that creates a real risk of significant harm to an individual.

Signature	Date
Name of signatory	Title/Affiliation of signatory