



## GPA Global Privacy and Data Protection Awards 2021

### Entry Form

To submit an entry to the GPA Global Privacy and Data Protection Awards please complete and email this form to [secretariat@globalprivacyassembly.org](mailto:secretariat@globalprivacyassembly.org) no later than **14 June 2021**.

Note: GPA member authorities can submit as many entries as they wish, but a separate form should be used for each different entry, submitted by the deadline above.

Languages: The GPA documentation Rule 6.2<sup>1</sup> applies.

#### 1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection  
Authority:

Office of the Privacy Commissioner of Canada (OPC)

#### 2. ELIGIBILITY

By submitting this entry, I confirm that (*please tick all boxes to confirm*):

- The Authority is a member of the Global Privacy Assembly
- The initiative described in this entry was undertaken since January 2020.
- I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the GPA Secretariat.

#### 3. CATEGORIES

Please indicate which category you wish to enter.

*Please tick **one**; please use a separate form for each category you wish to enter:*

- Education and Public Awareness
- Accountability
- Dispute Resolution and Enforcement
- Innovation
- People's Choice

#### 4. DESCRIPTION OF THE INITIATIVE

**a. Please provide a brief summary of the initiative (no more than 75 words)**

The OPC provides specific compliance advice to businesses subject to the federal privacy law. Seeing higher engagement levels and very positive uptake by small and medium-sized enterprises (SMEs), and recognizing their guidance needs and resource constraints, our Business Advisory (BA)

<sup>1</sup> [GPA Rules and Procedures](#), Rule 6.2 'Assembly documents':

Without prejudice to section 4.2, Assembly documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other Assembly documents such as the Assembly Rules and Procedures.

service developed a virtual engagement platform to make it easier for SMEs to seek regulatory advice on their significant programs and initiatives, and for the OPC to expand its advisory reach into this vital segment of economy.

**b. Please provide a full description of the initiative (no more than 350 words)**

The Privacy Clinics platform developed by BA is a flexible engagement environment, including a fully virtual electronic interface, that facilitates nimble, fast and low-cost advisory consultations ideal for the needs of SMEs, and present a highly efficient and very economical way for the OPC to offer its advisory services to businesses across our large country and diverse economy.

The Privacy Clinics acquired more urgency and presented greater value after the onset of the COVID-19 pandemic. Building on timely and innovative work, our BA Team was able to quickly deploy this new engagement interface in spring 2020.

This innovative platform gives us the capability to host multiple advisory clinics across our large country, simultaneously or in sequence, in various economic zones and centres, to help SMEs engage with the OPC without incurring a financial burden and irrespective of their geographic location, to seek advice for better complying with the law and protecting the privacy of Canadians.

The format allows for direct-hosted events or engagements coordinated by collaborating partners in the field, like chambers of commerce, industry groups, business associations, and incubation-acceleration centres having direct relationships with start-up and scale-up businesses dealing with substantial or sensitive personal information or developing/conducting practices having significant privacy implications or risks for Canadians. The format of Clinics also provides engaging businesses the flexibility to conduct online demonstrations, present information in a way that reduces their competitive exposures, and to seamlessly participate in interviews and consultation sessions with various functional subject-matter experts in different locations.

The OPC's inaugural Privacy Clinic series was hosted in collaboration with an innovation hub and accelerator in the Toronto-Waterloo Innovation Corridor in Ontario. These Clinics, held virtually, were very well-received and generated various advisory consultations, conducted confidentially.

**c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)**

There is a wealth of reasons recommending this initiative, most of which have been noted above. For ease of reference they are reiterated hereunder:

- Privacy Clinics enable businesses, particularly SMEs to more easily and affordably (i.e. without incurring time, travel and accommodation costs, to name a few) engage with the OPC to get timely and specific regulatory advice to ensure that they remain compliant with the privacy law and are able to innovate and grow with confidence.
- Privacy Clinics afford the OPC a flexible platform to economically (leverage technology to effectively engage and not incur typical program delivery costs) and effectively expand the reach of its business advisory services to help businesses, particularly SMEs, to better assess and address privacy risks early as they innovate, adopt new technologies and business practices.
- Privacy Clinics enable the OPC to better leverage its time, expertise and other resources, and to achieve more privacy-positive outcomes across a broader spectrum of businesses across various sectors and in different geographical areas of the country.

- Recognizing this initiatives will encourage similar practical service delivery innovations that realize much better bang for the proverbial buck and realize privacy promotional outcomes at an exponentially multiplied scale while working with a limited capacity base.

**d. Please include a photograph or image, if you wish** *(This will be published with your entry on the GPA website. The image can be pasted into the box below, be sent as an attachment or a link may be provided)*

N/A

**e. Please provide the most relevant link on the authority's website to the initiative, if applicable** *(The website content does not need to be in English)*

N/A

**f. Please provide any other relevant links that help explain the initiative or its impact or success** *(e.g. links to news reports or articles):*

Ref: 'Advice to businesses', Commissioner's 2019-20 Report to the Parliament of Canada.  
[https://www.priv.gc.ca/en/opc-actions-and-decisions/ar\\_index/201920/ar\\_201920/](https://www.priv.gc.ca/en/opc-actions-and-decisions/ar_index/201920/ar_201920/)