Public Education and Outreach the IPC

Andrea Corlett

Director of Communications Information and Privacy Commissioner of Ontario

Information and Privacy Commissioner of Ontario

ommissaire à l'information et à la rotection de la vie privée de l'Ontario FOI Coordinators Meeting

October 20, 2022

APRIL 2021

Privacy and Transparency in a Modern Government

Advance Ontarians' privacy and access rights by working with public institutions to develop bedrock principles and comprehensive governance frameworks for the responsible and accountable deployment of digital technologies.



Trust in Digital Health

Promote confidence in the digital health care system by guiding custodians to respect the privacy and access rights of Ontarians, and supporting the pioneering use of personal health information for research and analytics to the extent it serves the public good.





Children and Youth in a Digital World

Champion the access and privacy rights of Ontario's children and youth by promoting their digital literacy and the expansion of their digital rights while holding institutions accountable for protecting the children and youth they serve.



Next-Generation Law Enforcement

Contribute to building public trust in law enforcement by working with relevant partners to develop the necessary guardrails for the adoption of new technologies and community based approaches that protect both public safety and Ontarians' access and privacy rights.



IPC Strategic Priorities 2021–2025



IPC on YouTube

youtube.com/@IPCOntario

Objectives:

- Use modern multimedia content to educate, engage, and encourage collaboration with Ontario youth.
- Generate accessible and simply-communicated video content which can be utilized by a diverse range of Ontarians.
- Increase awareness of the IPC using a modern, popular platform.
- Repurpose and reimagine current IPC content in an engaging format.

Content Approach:

- Engage a diverse audience utilizing multimedia content as a means of simplifying IPC content in an accessible way.
- Archive and repackage live events and webinars to broaden their impact and accessibility.
- Utilize YouTube Shorts to reach a larger, more youth-centric audience.
- Take cues from modern digital content for reimagining existing IPC content in new engaging ways.

| Information and Privacy Commissioner of Ontario SUBSCRIBE | | | | |
|--|--|---|--|--|
| HOME VIDEOS | PLAYLISTS | CHANNELS ABOUT | Q > | |
| Uploads | _ | | = SORT BY | |
| 45:0 | 0 | | 21:39 | |
| PHIPA - A Video Guide for Training and Education | Is It Worth It? 8.7K views - 7 years ago | Understanding Exemptions in FIPPA and MFIPPA | The Do's and Don'ts of Video Surveillance | |
| 42K views + 7 years ago | | 4K views + 5 years ago | 4K views + 3 years ago | |
| The import of branch and foreigneet and there are a second or of the secon | | here here | There for the particular of the formation of the formatio | |
| The Impact of Records and Information Management o | Access, Privacy and the Child, Youth and Family | IPC Webinar: Understanding Exemptions in FIPPA and | Government and Big Data: Privacy Risks and Solutions | |
| 2.8K views - 5 years ago | 2.5K views - 3 years ago | 1.9K views + 5 years ago | 1.9K views + 5 years ago | |

Cont'd

IPC on YouTube: Visual Examples



IPC on LinkedIn

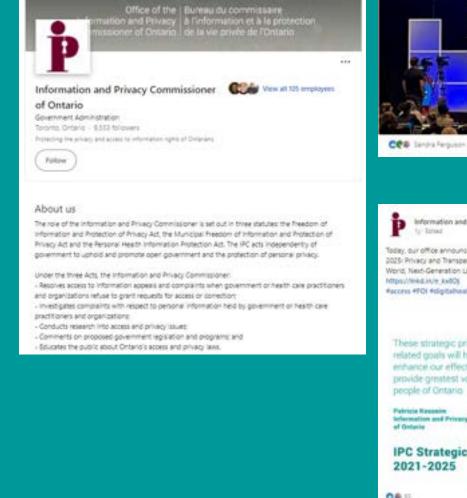
linkedin.com/company/office-of-the-information-and-privacy-commissioner---ontario-canada/

Objectives:

- Connect with Ontarians, institutions, and professionals within the access and privacy space to greater expand awareness of the IPC and its mandate.
- Generate interest in the IPC as an organization both for prospective employees and potential collaborators.
- Develop a strong professional network that leverages digital tools to generate and facilitate strong relationships with key IPC decision-makers. •
- Archive and disseminate IPC successes and involvement in a way that creates a culture of celebration and professional recognition. •

Content Approach:

- Provide frequent updates on the IPC's achievements, public • concerns, and public appearances.
- Create posts which stimulate interest in recruitment activities. ٠
- Post information that is useful for Ontarians interested in access & • privacy - including comments on orders, decisions, and navigating requests and appeals.
- Create opportunities to be proactive and transparent about IPC activities, such as sharing strategic priority work, Commissioner blogs, joint statements, and whitepaper responses.





Information and Privacy Commissioner of Ontario

Today at the 2022 IAPP Canada Privacy Symposium: Commissioner Kosseim and Ionathan Dewar discuss the importance of respecting data sovereignty among First Nations peoples, to preserve their cultures and traditions and to provide. them the necessary insights to shape their future. #CP522



CCB Jandra Ferguison and 55 others

....

....

Information and Privacy Commissioner of Ontario

Today, our office announced the four strategic priorities that will guide our efforts for 2021-

2025: Privacy and Transparency in a Modern Government, Children and Youth in a Digital World, Next-Generation Law Enforcement, Trust in Digital Health, Learn more in our final report.

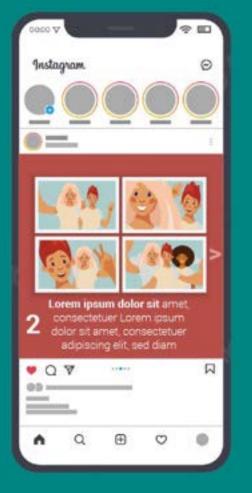
Factors #FOI #digitalhealth Pprivacy Phealthcare Plaverforcement

These strategic priorities and related goals will help us. enhance our effectiveness and provide greatest value to the

restion and Privary Commissioner

IPC Strategic Priorities





IPC on Instagram

Objectives:

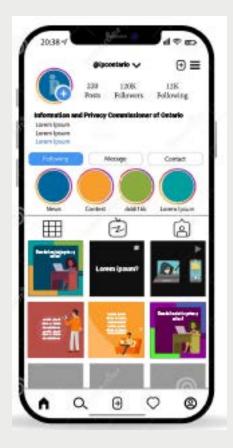
- Expand digital presence to younger audiences.
- Increase awareness of IPC in spaces most relevant to youth, including professionals whom work directly with/for youth
- Enhance IPC online visibility through platform-specific content and audiovisual media.
- Broaden the impact of existing IPC content through broader distribution and conversion to new media.

Content approach:

- Provide helpful, relevant information and tips specific to a youth and family audience.
- Create content which is more accessible, entertaining, and immediately relevant to the lived experiences of Ontarians – focus on youth, but create content that appeals on a large and diverse scale.
- Be proactive, timely, and relatable.

IPC on Instagram: Visual Examples





IPC on Social Media



Twitter

- 4,785 followers
- 2,395 tweets
- 523,772 impressions



LinkedIn

- 9,544 followers
- 2,022 posts
- 7,810 engagements
- **521,236** page impressions



YouTube

- 447 subscribers
- **83,512** views
- 41 videos
- 12,217 hours of watch time



16 episodes

Conversations about people, privacy, and access to information. Hosted by Patricia Kosseim, Information and Privacy Commissioner of Ontario.

www.ipc.on.ca/media-centre/ info-matters-podcast/

Info Matters

Information and Privacy Commissioner of Ontario

Government ***** 5.0 • 3 Ratings

MAY 31, 2022

In conversation with Jim Balsillie: Data, technology, and public policy

Data is the engine of the modern economy, a key driver of innovation and growth. While the power of data is undeniable, questions emerge about the impact of digital transformation on our human rights, our collective well-being, and the state of our democracy. Commissioner Kosseim speaks with Jim...

PLAY 29 min

MAY 3, 2022

Focusing in on police use of body-worn cameras

In recent years a global movement has taken shape, calling for greater scrutiny of interactions between citizens and police. Cameras worn by police officers have emerged as a tool to support greater transparency and accountability, documenting what an officer sees and hears on the job....

PLAY 37 min

MAR 22, 2022

Power to the people! Access, privacy, and civic engagement

This episode explores the role of civic engagement in fostering greater government transparency and clearer privacy policies that work for everyday people. Commissioner Kosseim speaks with community activist and bestselling author Dave Meslin about barriers that keep people from engaging in societa...

PLAY 35 min

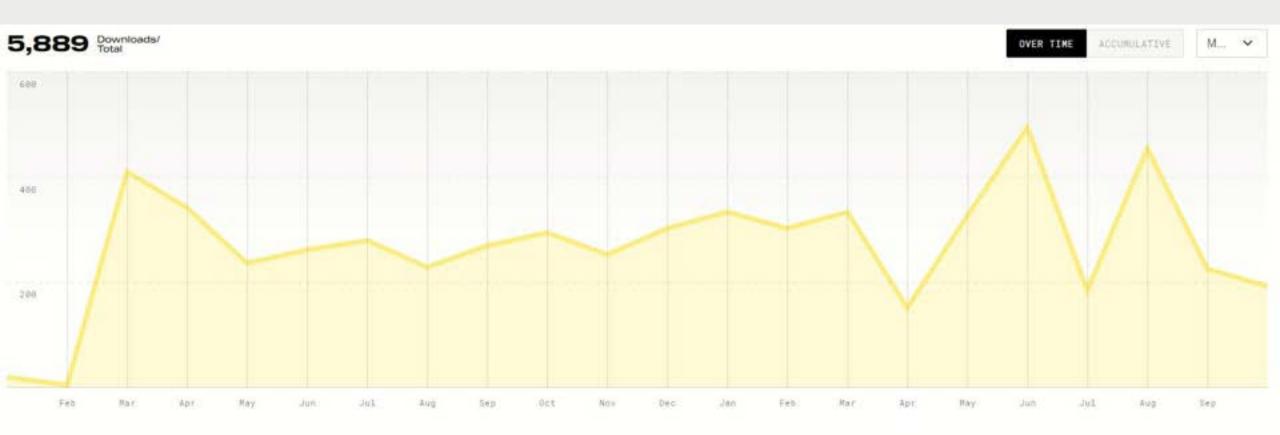
FEB 24, 2022

Family ties: Using investigative genetic genealogy to solve crimes

>

>

>





TD)

Info Matters Podcast - Stats

- 5,889 total downloads
- 17 episodes as of this report
- Roughly 250-450 downloads per-episode.

| Top Episodes | | | |
|--------------|--------|--|-----------|
| | (P) | TITLE | DOWNLOADS |
| t. | \$1.83 | Demystifying the FOI Process | 547 |
| 2 | SLE1 | Don't get caught! Protect yourself against phishing | 495 |
| а | 51.E7 | First Nations data sovereignty | 465 |
| 4 | \$2.E5 | In conversation with Jim Balsilie: Data, technology, and | 422 |
| 5 | 91.65 | Putting patient trust at the centre of virtual health | 368 |



Contact us Q A+ A-

Media Centre > Commissioner's Blog

missioner's Blog

219 results

ommissioner Kosseim's blogs on privacy, access, cyber safety, and more.



Search

PC's Strategic Priorities: One Year In

4 2022

a decade ago, at the 35th International Conference of Data Protection and Privacy Commissioners (as it was then called), the community of internationa protection regulators walked away with a key take-home message: "be selective to be effective." If that old adage was applicable th...

for public debate: Legal and ethical issues around de-identified data

7 2022

once in a while, there are privacy investigation decisions that stand out because of their precedent setting nature. One such decision is PHIPA Decision vhich details an investigation into the sale of de-identified data by a health information custodian to a third-party corporation. My...

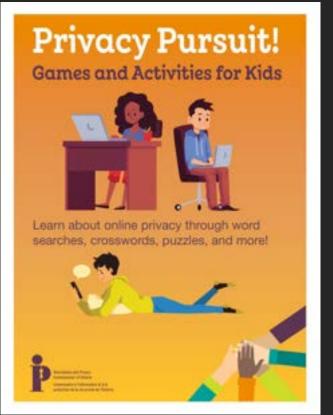
Gold Star for Privacy Day: Empowering a New Generation of Digital Citizens

Information and Privacy Commissioner of Ontario | www.ipc.on.ca

Submission deadline: January 13, 2023



IPC Resources and Guidance



www.ipc.on.ca/resources/ guidance-for-organizations

D



JUNE 2021 Model Governance Framework for Police Body-worn Camera Programs in Ontario ACCESS FACT SHEET Public interest disclosure stario's freedom of information laws give the public the ght to access government-held information so they can ticipate meaningfully in the democratic process and d elected officials and public servants accountable. The public interest in disclosure is a key factor that Ontario's public sector organizations must consider when deciding enemier to release records in response to certain access requires under the President of information and Protection of Privary dot and its manipal interaction of the Oritatio's access laws contain a "public interest override" provision, which is found in to 20 of FIDMS and to 16 of 86/39796. It requires a public sector organization to "override" the application of certain exemptions. and discloses a record in schadures where there is a correction which interest in during so that cheerly scheerights the purpose of the exemption. This provision allows for a batance between cantale exemptions from Insiden of internation sequents and the public's right to know. The acts may also require government to statione certain records in the public interest even when no one is asking for them. The requirement to disclose records even in the absence of an access request is found in a.11 of FIPMA and a.5 of MEIPPIA. It applies where a tected reveals a grace endrormental, health or safety hazard and it is in the public interest to reliance it, despite any other provisions in FIPHA and MPIPHA The purpose of this fact alreet is to help public sector organizations and the public understand · the public internel assertile pervision +. The high-related to disclose where a factoril reveals a grave anutorenantal, fasality or sailary hacard

Questions?

CONTACT US

Information and Privacy Commissioner of Ontario

2 Bloor Street East, Suite 1400 Toronto, Ontario, Canada M4W 1A8 Phone: (416) 326-3333 / 1-800-387-0073 TDD/TTY: 416-325-7539 Web: www.ipc.on.ca E-mail: <u>info@ipc.on.ca</u> <u>statistics@ipc.on.ca</u>

Media: media@ipc.on.ca / 416-326-3965