

## Privacy Vision and Principles

### VISION

*The City protects citizen privacy while operating an open and transparent government through a collaborative City-wide privacy model that connects technology and leverages data to build an efficient, equitable and accessible city.*

### PRINCIPLES

<p><b>COLLABORATION</b></p>	<p>The City protects personal information through collaborative working relationships that identify potential privacy and security risks and deliver solutions.</p>
<p><b>NOTICE</b></p>	<p>The City provides individuals with clear, transparent and concise information about why it collects personal information and intended use at the time of collection.</p>
<p><b>DATA MINIMIZATION</b></p>	<p>The City identifies the minimum amount of data needed and limits collection of personal information to only that which is required to deliver City services or programs. Personal information held by The City is regularly reviewed and deleted when no longer required.</p>
<p><b>DE-IDENTIFICATION AND DATA ANONYMIZATION</b></p>	<p>Before analyzing and sharing data, internally or externally, The City takes steps to prevent personal information from being revealed and considers the circumstances in which data may become publicly available.</p>
<p><b>PRIVACY BY DESIGN</b></p> <p><sup>1</sup> Privacy by Design Centre of Excellence. Ryerson University. Available online: <a href="https://www.ryerson.ca/pbdce/certification/seven-foundational-principles-of-privacy-by-design/">https://www.ryerson.ca/pbdce/certification/seven-foundational-principles-of-privacy-by-design/</a></p>	<p>The City recognizes Privacy by Design<sup>1</sup> as an essential component of its responsibility for privacy protection, and practices the seven Privacy by Design foundational principles:</p> <ol style="list-style-type: none"> <li>1. Proactive not reactive: Preventative not Remedial</li> <li>2. Privacy as the default setting</li> <li>3. Privacy embedded into design</li> <li>4. Full functionality: positive-sum, not zero-sum</li> <li>5. End-to-end security: full lifecycle protection</li> <li>6. Visibility and transparency: keep it open</li> <li>7. Respect for user privacy: keep it user centric</li> </ol>