# Privacy Impact Assessment Summary

**Business Unit / Department:** Calgary Parks

**Project Title:** 2021 Parks Customer Levels of Service Survey

**PIA Number:** 2021-PIA-104

**Project Description:**

The City of Calgary ("The City") Parks department is responsible for planning, managing and operating parks, open spaces and pathways throughout Calgary. The City is planning to update the customer level of service framework for parks within Calgary. The City employees have determined attributes they feel influence the quality of a customer's experience in each of the four park types. The 2021 Parks Customer Levels of Service Survey is intended to confirm the accuracy of the attributes selected align with citizen opinions.

Third-party vendor, Probe, has been contracted by The City to conduct this survey. The research methodology used is an online survey conducted by Trend Research ("Trend"). Probe sub-contracted Trend to conduct the online survey.

**Personal Information collected, used and disclosed by the project:**

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| ✔ | name, home or business address or home or business telephone number, |
| ✔ | race, national or ethnic origin, colour or religious or political beliefs or associations, |
| ✔ | age, sex, marital status or family status, |
| | identifying number, symbol or other particular assigned to the individual, |
| | fingerprints, other biometric information, blood type, genetic information or inheritable characteristics, |
| | health and health care history, including information about a physical or mental disability, |
| ✔ | educational, financial, employment or criminal history, including criminal records where a pardon has been given, |
| | opinions about an individual, |
| ✔ | an individual's personal views or opinions, except if they are about someone else, |
| | Other please describe: |

Note: Personal information is defined in section 1(n) of the *Freedom of Information and Protection of Privacy Act* of Alberta

**PIA Report Acceptance Date:** 1/21/22