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Privacy Impact Assessment Summary

Business Unit / Department: CSC and Planning

Project Title: Greater Downtown Perception Survey

PIA Number: 2021-PIA-081

Project Description:

The City of Calgary ("The City") Urban Initiatives team within the Planning and Development Department is mandated to monitor progress and support projects of the Greater Downtown Plan. The Greater Downtown Perception survey is a mandated bi-annual survey, formerly known as the Centre City Perception Survey. The survey is intended to better understand how Calgarians experience changes in the Greater Downtown, particularly as they relate to cleanliness, safety, public infrastructure and reasons for visiting. The research methodology used is a telephone survey conducted by a third-party vendor, Ipsos.

Personal Information collected, used and disclosed by the project:

✔	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: 11/15/21