



Calgary



# Privacy Framework Citizens' View Survey

October 8, 2020

**Prepared by:**

The Corporate Research Team  
Customer Service & Communications  
The City of Calgary  
[research@calgary.ca](mailto:research@calgary.ca)

# Table of Contents

Background & Methodology .....	3
Key Findings .....	4
Detailed Findings .....	10
Awareness and Knowledge .....	11
Perceptions of Privacy Protection at The City ....	19
Privacy Breaches .....	27
Privacy Program Components and Principles ....	32
Demographics .....	36
Questionnaire .....	39
Appendix .....	44

# Background & Methodology

## Background

City Clerks is creating a Privacy Management Program for The City. They identified a need to gather feedback from citizens to inform the development of the program, and to gain insight regarding citizens' awareness and knowledge of Alberta's *Freedom of Information and Protection of Privacy (FOIP) Act* and privacy and protection of personal information at The City.

## Methodology

The City's Corporate Research Team conducted an online survey with Citizens' View panelists. Citizens' View is an online research panel, managed by The City, through which citizens can participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities. The survey was conducted between September 16 and 28, 2020 and was sent to 2,873 panelists. The survey was completed by 882 panelists (31% of the outgo).

**Note:** Due to the methodology and the composition of the Citizens' View panel, these survey findings are not considered statistically representative of all Calgarians. The work is exploratory and as such, the results should be regarded as directional and should not be generalized to the larger population.

Specific to this survey: Respondents who completed this survey skew older and more educated than a random, representative sample of Calgarians.

# Key Findings



## Key Findings

**While respondents self-report being knowledgeable about privacy rights and the protection of personal information and aware of the FOIP Act, awareness of details of FOIP is lower.**

- The majority of respondents say they're knowledgeable about privacy rights (79%) and protection of personal information (83%).
- Three-quarters of respondents (74%) do or have worked in a role requiring familiarity with personal information and privacy, although a minority (37%) have taken training or accessed resources to increase their privacy awareness.
- Awareness of Alberta's FOIP Act among respondents is high at 88%; however, fewer were aware of details such as:
  - They can request to have their personal information updated by The City (66%)
  - They can request access to their personal information (56%)
  - The City must provide formal notice of collection of personal information from the individual (54%)
  - They can request access to general information (51%)
  - There must be a business purpose for City departments to share their personal information (45%)
  - There are time limits on how long The City can keep their personal information (34%)

## Key Findings

**A large majority of respondents are or would be comfortable providing their personal information to The City in person while fewer (although still a majority) are or would be comfortable doing so online (not including mobile apps), by phone, through regular mail and via a mobile app.**

- A large majority of respondents are or would be comfortable providing personal information to The City in person (88%) or online (79%). Fewer are or would be comfortable using other methods such as phone (63%), regular mail (60%), mobile app (45%) and fax (26%).
- Those who would not be “very comfortable” providing personal information via a specific way were asked about their specific concerns. A review of the verbatim comments\* indicate concerns such as:
  - The City’s website/system being hacked
  - Being scammed by someone on the phone claiming to be from The City
  - Having someone on the phone record their information on paper and then losing/misplacing the paper
  - A letter being lost in the mail or being intercepted by someone who will use the personal information for illegitimate reasons
  - A mobile app being hacked
  - A fax being sent to the wrong number or being intercepted by someone who will use the personal information for illegitimate reasons

\*Verbatim responses are provided in an Excel file.



## Key Findings – cont'd

**The majority of respondents tend to trust The City regarding the protection of their personal information and agree The City adheres to FOIP and respects citizen's privacy rights. Of note, the proportion of “don't know” responses indicates a sizeable minority of respondents don't know enough about this to have an opinion.**

- Just over one-half of respondents trust The City to protect their personal information (56%) while 25% are neutral in their opinion. A majority trust that The City uses personal information in accordance with FOIP (79%) and that The City fully adheres to and complies with FOIP (78%).
- The majority of respondents agree that The City respects citizens' privacy rights when collecting, using and disclosing personal information (68%) and clearly explains the reason for collecting personal information and how it will be used (65%). Fewer agree The City clearly explains the reason for using or disclosing citizens' personal information (53%).
- A relatively large proportion of respondents answered “don't know” when asked about The City respecting citizens' privacy rights (18%), clearly explaining the reason for collecting personal information and what it will be used for (22%), and clearly explaining the reason for using or disclosing their personal information (33%).
- Respondents are mostly interested in knowing more about The City's safeguards/measures for protecting personal information (63%), how The City handles privacy breaches (56%), and Personal Information Banks at The City (46%).

## Key Findings – cont'd

**Although a majority trust that The City uses sufficient security measures to protect personal information, fewer are confident in The City's handling of privacy breaches. In addition, news reports about privacy breaches negatively impacts willingness to provide personal information to The City for the majority of respondents.**

- A small majority of respondents have trust and confidence in The City when it comes to privacy breaches. More specifically, 62% agree that they trust The City has sufficient security measures in place to protect citizens' personal information. Fewer agree they're confident that privacy breaches at The City are addressed and handled properly (57%) and in a timely manner (54%). Around one-half of respondents (52%) are confident that privacy breaches at The City are reported. A minority of respondents disagreed with these statements while a substantial minority (19% to 26%) answered "don't know."
- A minority of respondents (41%) report ever having had their personal information breached and only 2% say they've had their personal information breached at The City.
- News reports about privacy breaches has an impact on a majority of respondents' willingness to provide their personal information to The City (61%).



## Key Findings – cont'd

**Respondents' ratings indicate that The City's compliance with the FOIP Act is most important to them while Privacy Impact Assessments (PIAs) are least important.**

- Among the seven components that make up The City's draft Privacy Management Program, respondents tended to rank "Compliance with the FOIP Act" as the most important (51% giving it a score of 1) and "Privacy Impact Assessments (PIAs)" as the least important (33% giving it a score of 7).
- "Retention and Disposal of Personal Information" and "Privacy Governance, Policies, and Procedures" ranked as being more important than "Accountable Privacy Management Program Reporting," "Audit and Review of the Privacy Program," and "Privacy Complaint and Incident Management."

**Respondents tend to think that Data Minimization should be the highest priority when it comes to principles to guide The City's Privacy Management Program while Collaboration should be the lowest priority.**

- Among the five draft privacy principles being used to guide the Privacy Management Program, "Data Minimization" was ranked ahead of the others as the highest priority (31% giving it a score of 1), although just as many gave it a score of 2. "Collaboration" was ranked as the lowest priority (53% giving it a score of 5).

# Detailed Findings



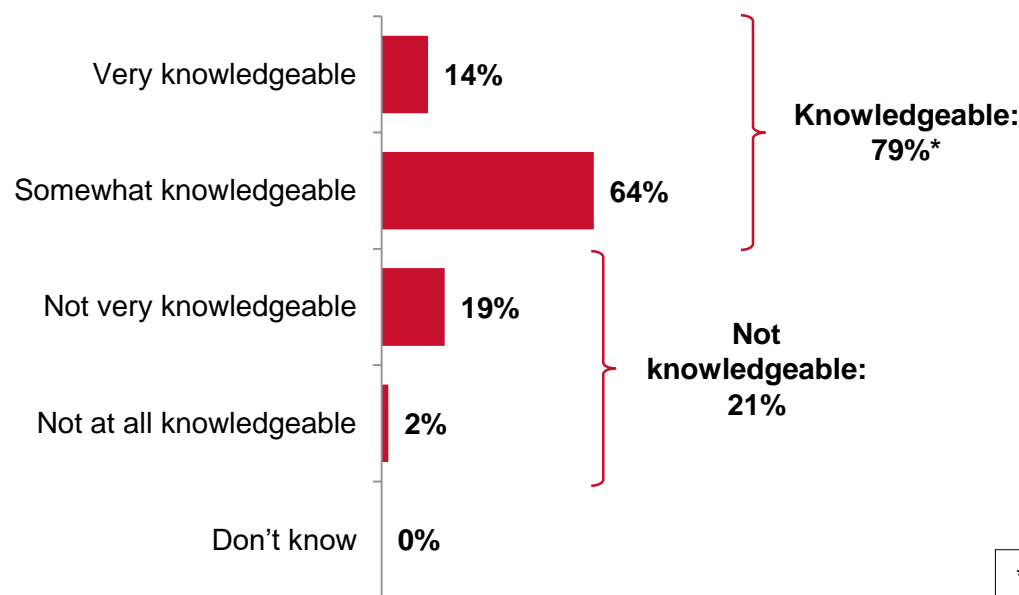


## Awareness and Knowledge

# Knowledge of Privacy Rights

The majority (79%) of respondents report being knowledgeable (14% very and 64% somewhat) about privacy rights. Only 2% say they're not at all knowledgeable.

## Level of Knowledge about Privacy Rights



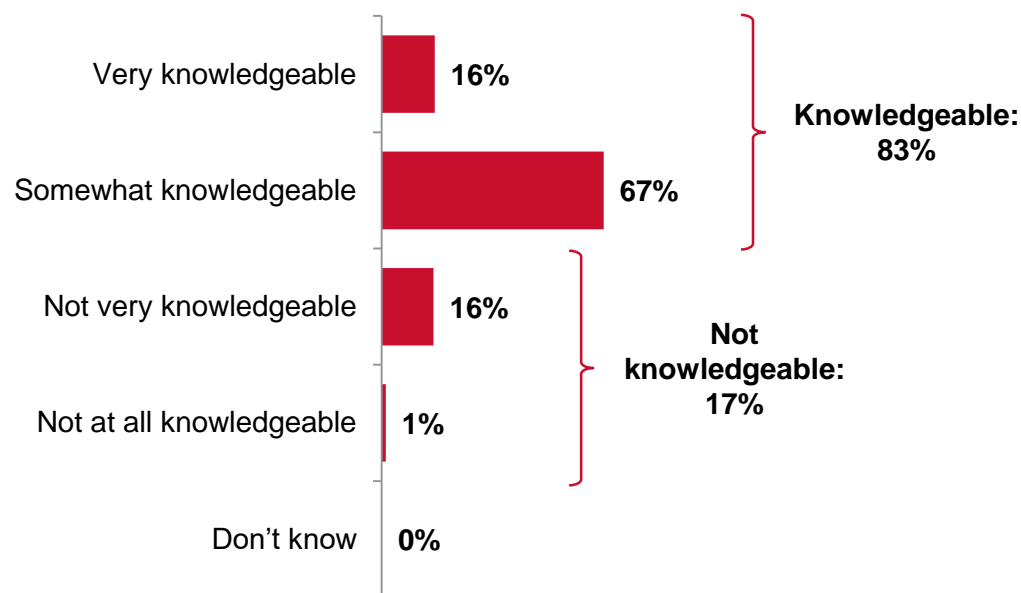
1. How knowledgeable would you say you are about privacy rights?

Base: All respondents (n=882)

# Knowledge of Protection of Personal Information

Self-reported knowledge level about protection of personal information is similar to that about privacy rights, with the majority (83%) saying they're knowledgeable (16% very and 67% somewhat).

## Level of Knowledge about Protection of Personal Information



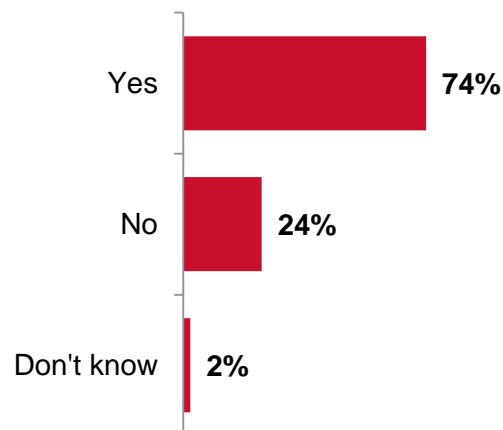
2. How knowledgeable would you say you are about protection of personal information?

Base: All respondents (n=882)

# Familiarity with Personal Information and Privacy

Three-quarters (74%) of respondents do or have worked in a role that requires them to be familiar with personal information and privacy.

## Do or Have Ever Worked in a Role Requiring Familiarity with Personal Information and Privacy



20. Do you or have you ever worked in a role that requires you to be familiar with personal information and privacy?

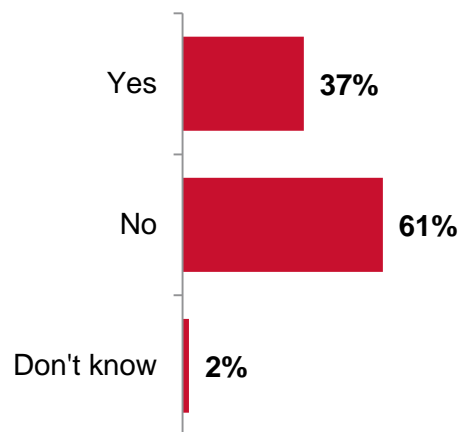
Base: All respondents (n=882)



# Privacy Training

A minority of respondents (37%) have taken training or accessed resources to increase their privacy awareness; however, a majority (59%) would consider taking training if The City offered it for free.

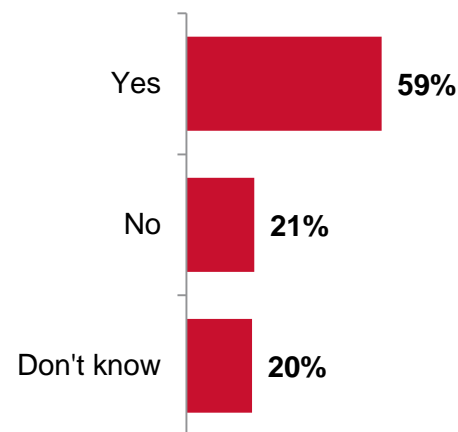
## Have Taken Training or Accessed Resources to Increase Privacy Awareness



3. Have you taken any training or accessed resources to increase your privacy awareness?

Base: All respondents (n=882)

## Would Consider Taking Privacy Training if Offered for Free by The City of Calgary



4. Would you consider taking any training to increase your privacy awareness if The City of Calgary offered it for free?

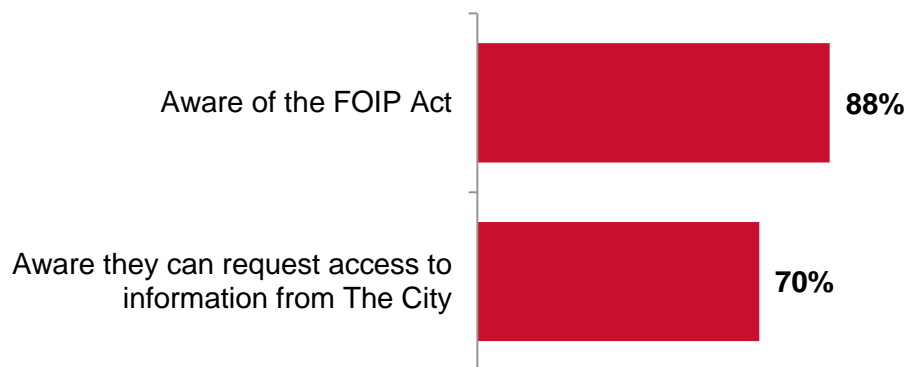
Base: All respondents (n=882)



## Awareness: Alberta's FOIP Act

After reading a description of Alberta's *Freedom of Information and Protection of Privacy Act* (FOIP), around nine-in-ten respondents (88%) report being aware of it prior to the survey and 70% were aware they could request access to information from The City.

**Awareness of the FOIP Act and Requesting Access to Information from The City**  
(% yes)



5. Alberta's *Freedom of Information and Protection of Privacy Act* (FOIP Act) is the legislation that protects an individual's privacy by setting out rules for collection, use and disclosure of personal information by public bodies, such as The City of Calgary. It also provides a method of requesting access to information that is not available by any other means.

Before this survey, had you heard of the FOIP Act?

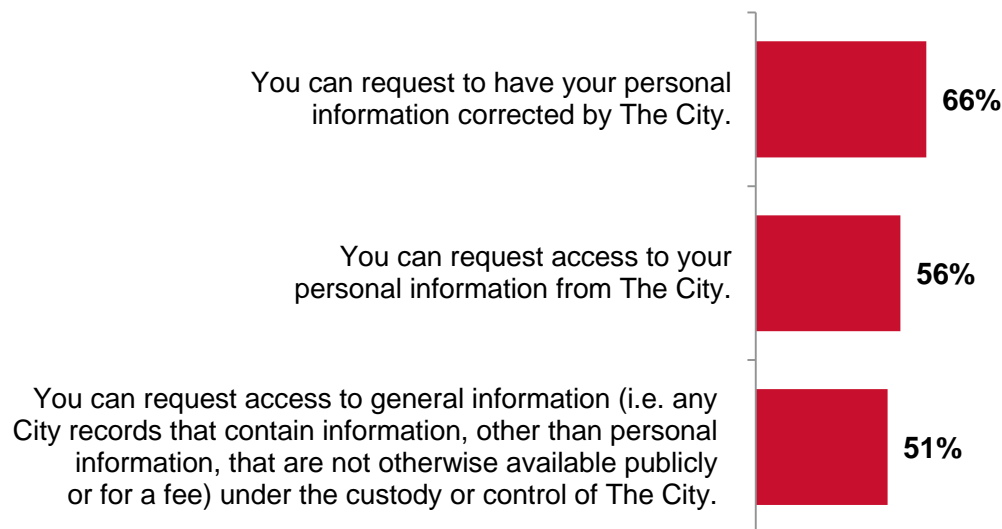
6. Before this survey, were you aware that you can request access to information from The City of Calgary?

Base: All respondents (n=882)

# Awareness: Requesting Access to Information

Before the survey, the majority of respondents were aware they can request to have their personal information corrected by The City (66%). Fewer were aware they can request access to their personal information from The City (56%) and they can request access to general information in the custody or control of The City (51%).

## Awareness Regarding Requests for Information (% yes)



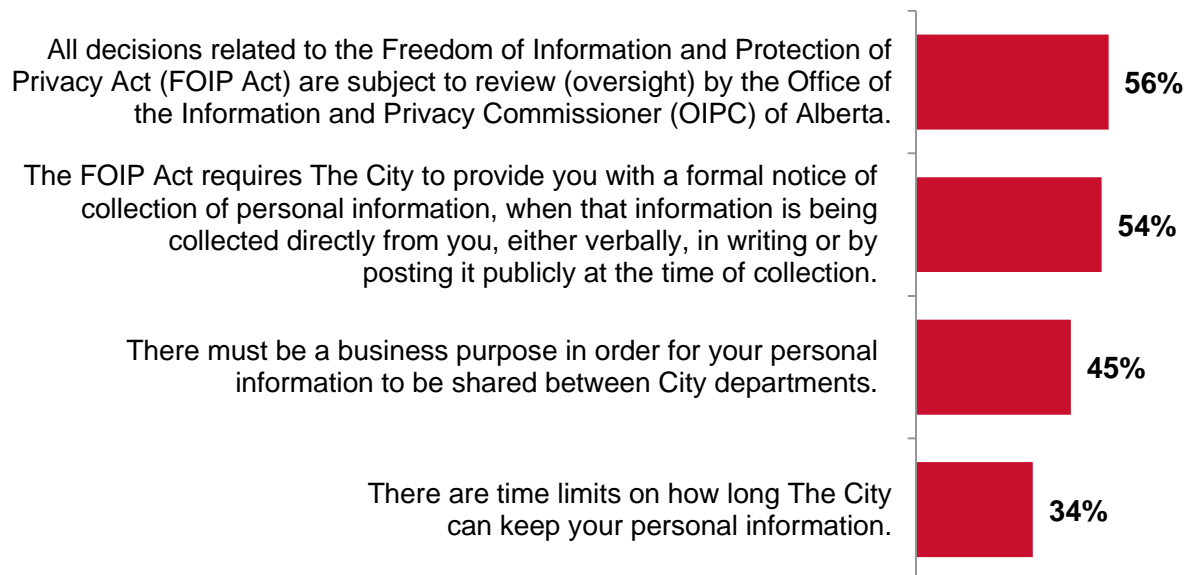
13. Before this survey, were you aware of each of the following?

Base: All respondents (n=882)

## Awariness: FOIP Requirements

A slight majority of respondents were already aware that all decisions related to the FOIP Act are subject to review by the Office of the Information and Privacy Commissioner (OIPC) of Alberta (56%). Just as many (54%) were aware the FOIP Act requires The City to provide them with a formal notice of collection of personal information when it's being collected directly from them. There was less awareness that there must be a business purpose for their personal information to be shared between City departments (45%) and that there are time limits on how long The City can keep their personal information (34%).

### Awareness Regarding FOIP Requirements with which The City Must Comply (% yes)



13. Before this survey, were you aware of each of the following?

Base: All respondents (n=882)

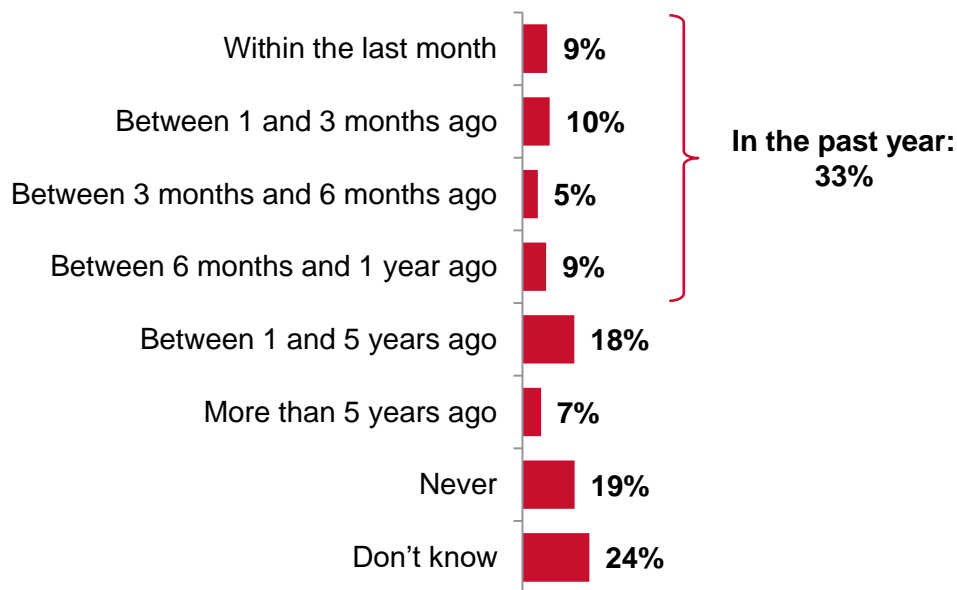


## Perceptions of Privacy Protection at The City

# Providing Personal Information to The City

One-in-five respondents (19%) say they've never been asked to provide personal information to The City in order to access services or programs and one-quarter (24%) don't know. One-third of respondents (33%) were last asked in the past year.

## Last Time the Respondent was Asked to Provide Personal Information to The City



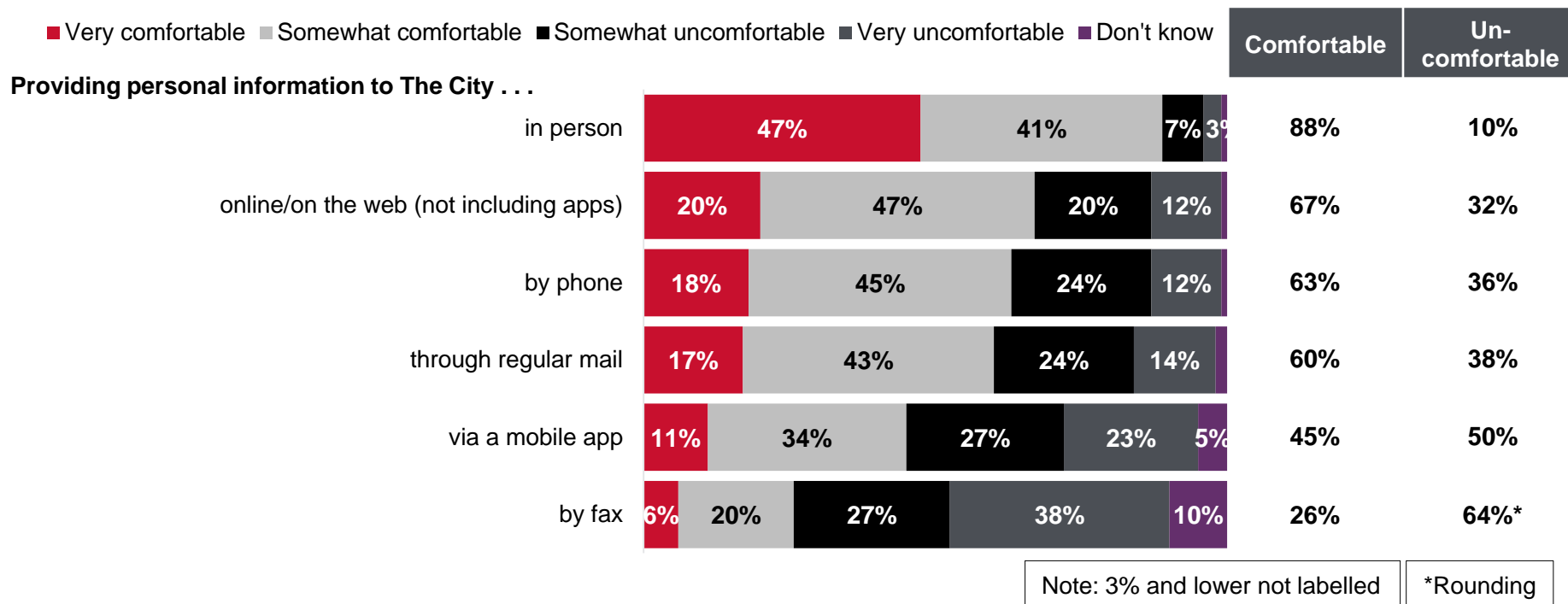
7. According to the FOIP Act, personal information means recorded information about an identifiable individual. It includes, but is not limited to, name and contact information, age, gender, marital status, health and health care history, financial history, fingerprints, religious and political beliefs. When was the last time you were asked to provide personal information to The City to access services or programs?

Base: All respondents (n=882)

# Providing Personal Information to The City

Most respondents are or would be comfortable (very or somewhat) providing personal information to The City in person (88%, with 47% 'very' comfortable). A large majority (79%) also agree they are/would be comfortable doing so online/on the web (not including apps), although more say they are/would be 'somewhat' (as opposed to 'very') comfortable. Fewer are/would be comfortable providing their personal information to The City by phone (63%), through regular mail (60%), via a mobile app (45%), or by fax (26%).

## Comfort with Providing Personal Information to The City via Various Channels



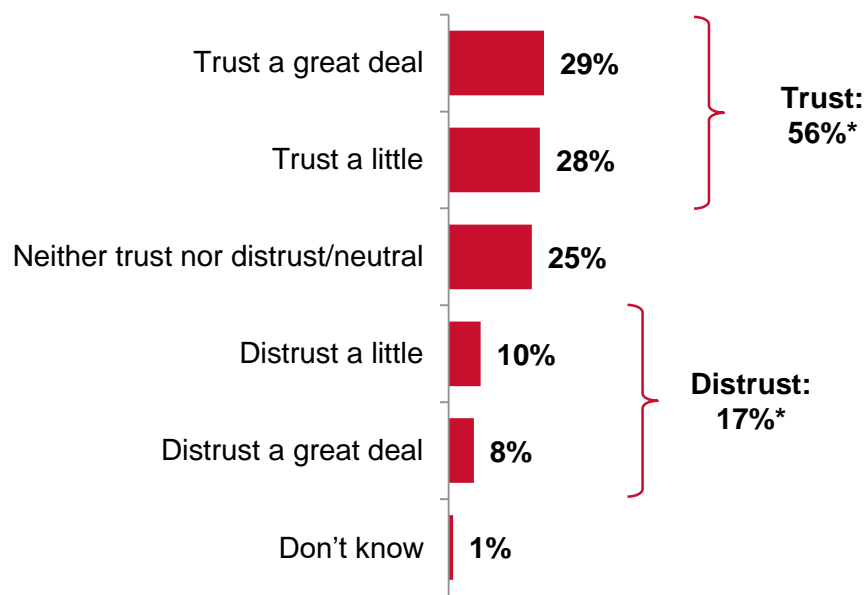
11. Please indicate to what extent you are or would be comfortable or uncomfortable doing each of the following in order to access City services and programs: Providing personal information to The City . . .

Base: All respondents (n=882)

# Trust in The City to Protect Personal Information

Just over one-half of respondents (56%) trust ('a great deal' or 'a little') The City to protect their personal information while one-quarter (25%) are neutral.

## Trust in The City to Protect their Personal Information



8. To what extent do you trust or distrust The City of Calgary to protect your personal information?

Base: All respondents (n=882)

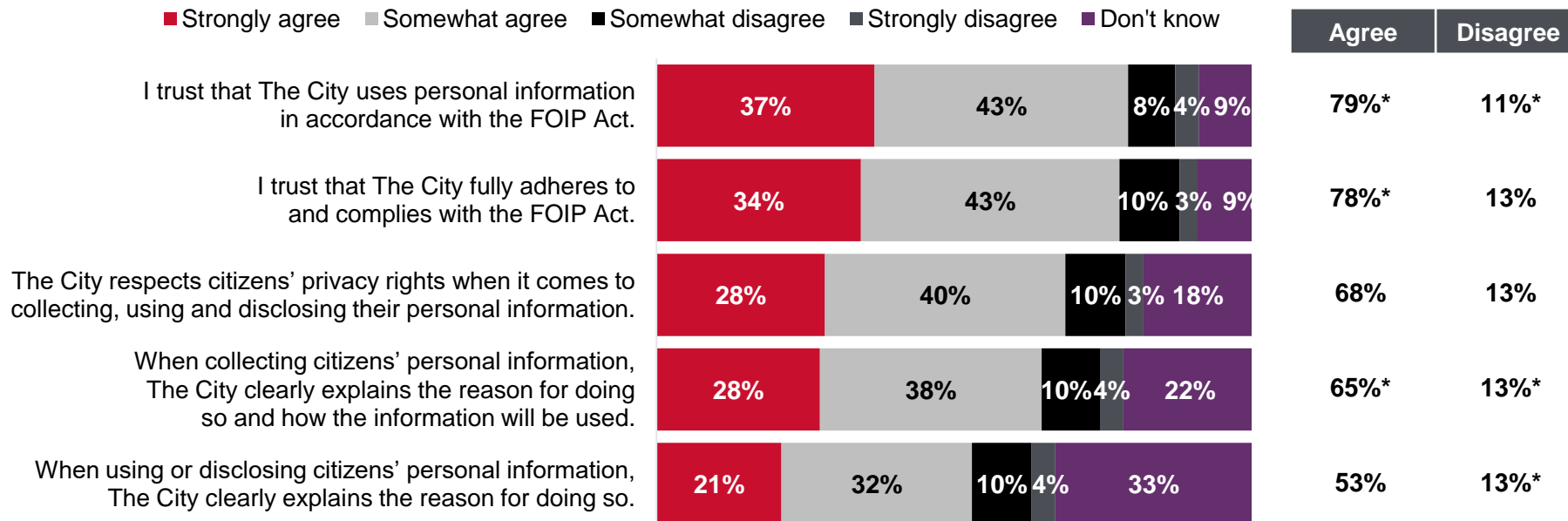


# Privacy and Protection of Personal Information

The majority of respondents agree (strongly or somewhat) that they trust The City uses personal information in accordance with the FOIP Act (79%) and they trust The City fully adheres to and complies with the FOIP Act (78%). A smaller majority (68%) agree The City respects citizens' privacy rights when it comes to collecting, using and disclosing their personal information. Around as many (65%) agree that when collecting citizens' personal information, The City clearly explains the reason for doing so and how the information will be used. Around one-half of respondents (53%) agree that when using or disclosing citizens' personal information, The City clearly explains the reason for doing so while a third (33%) say they don't know.

## Perceptions of Privacy and Protection of Personal Information at The City

■ Strongly agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ Don't know



\*Rounding

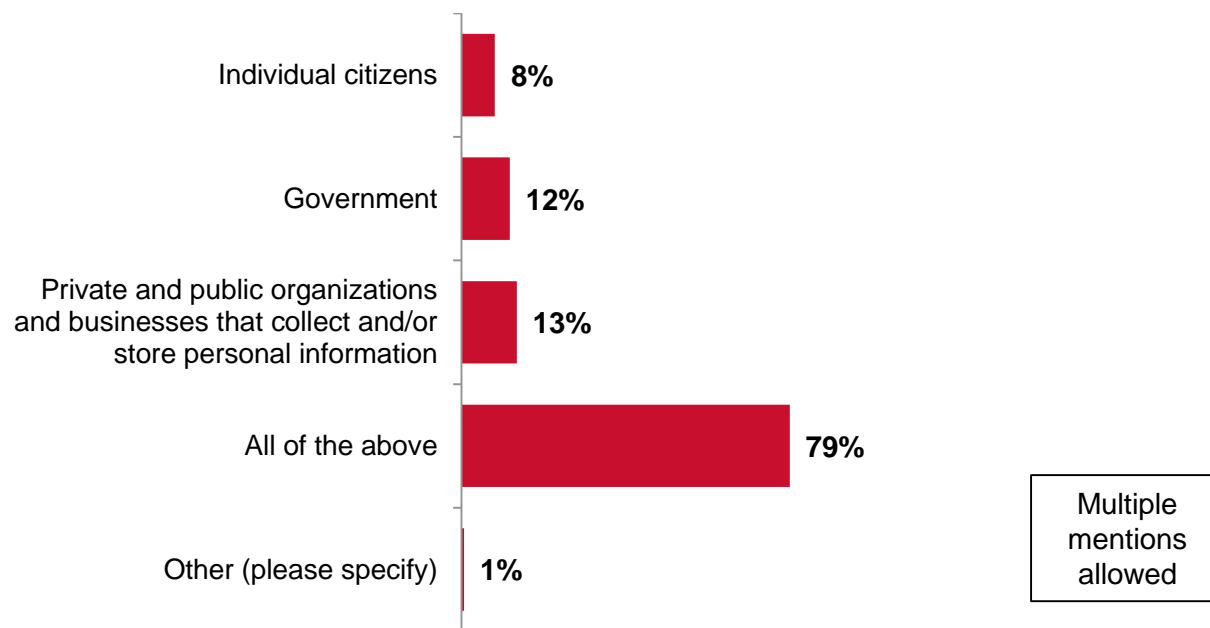
9. Please indicate to what extent you agree or disagree with each of the following statements:

Base: All respondents (n=882)

# Responsibility for Protecting Personal Information

The majority of respondents (79%) think the responsibility for helping them protect their personal information belongs to everyone: individual citizens, government, and private and public organization and businesses that collect and/or store personal information.

## Opinions about Who Should be Responsible for Protecting One's Personal Information



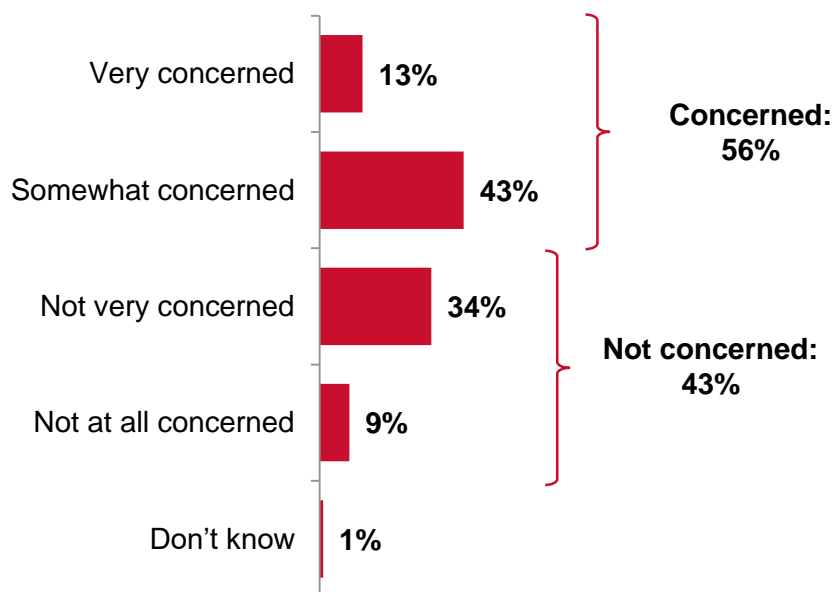
19. In your opinion, who should be responsible for helping you protect your personal information? Please select all that apply.

Base: All respondents (n=882)

## Concern: Impact of City Technology on Privacy

Slightly more than one-half of respondents (56%) are concerned about how The City's use of technology impacts their personal privacy, although more are 'somewhat' rather than 'very' concerned (43% vs. 13%, respectively). While a minority (43%) are not concerned, with 34% 'not very' and 9% 'not at all' concerned.

### Level of Concern about how The City's Use of Technology Impacts Personal Privacy



14. To what extent are you concerned or not concerned about how The City's use of technology (e.g. online platforms, software, closed-circuit television/CCTV cameras and mobile apps) impacts your personal privacy?

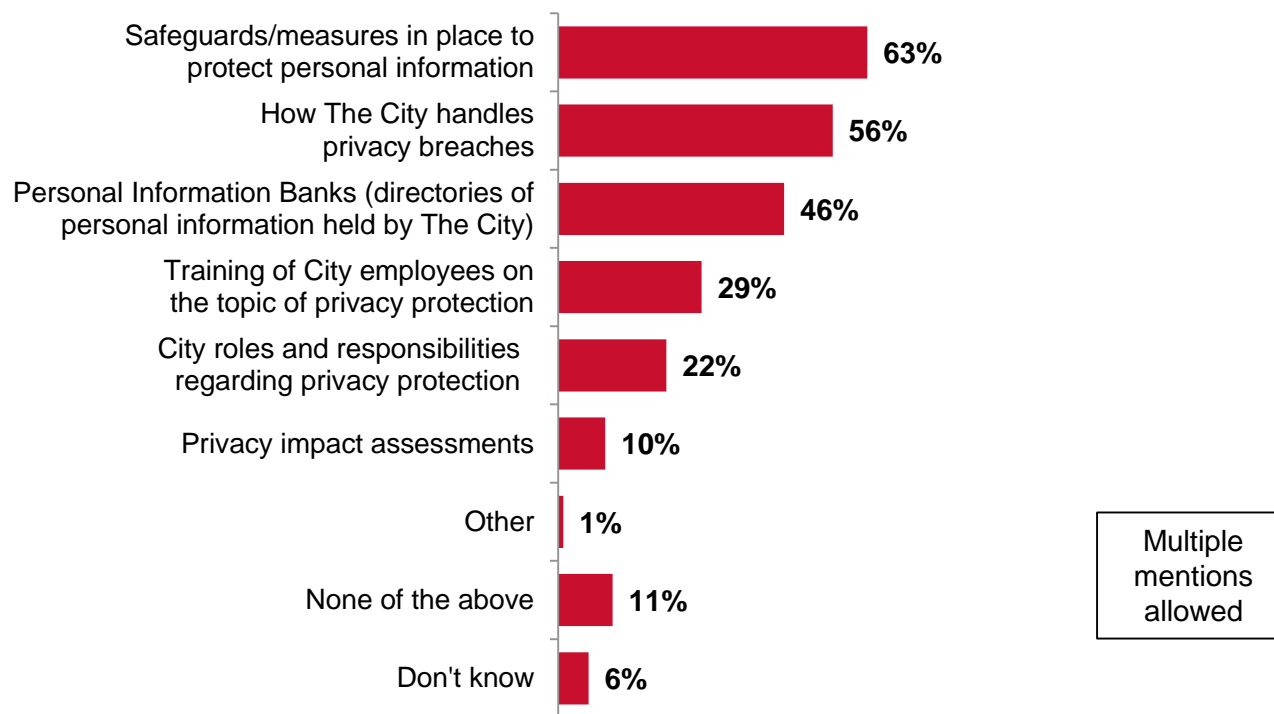
Base: All respondents (n=882)

## Topics of Interest

The top three elements of The City's privacy management about which respondents would like to know more are:

1. Safeguards/measures in place to protect personal information (63%);
2. How The City handles privacy breaches (56%); and,
3. Personal Information Banks (directories of personal information held by The City) (46%).

### Topics of The City's Privacy Management About Which They'd Like to Know More



18. Which, if any, of the following elements of The City's privacy management might you like to know more about? Please select up to 3.  
Base: All respondents (n=882)

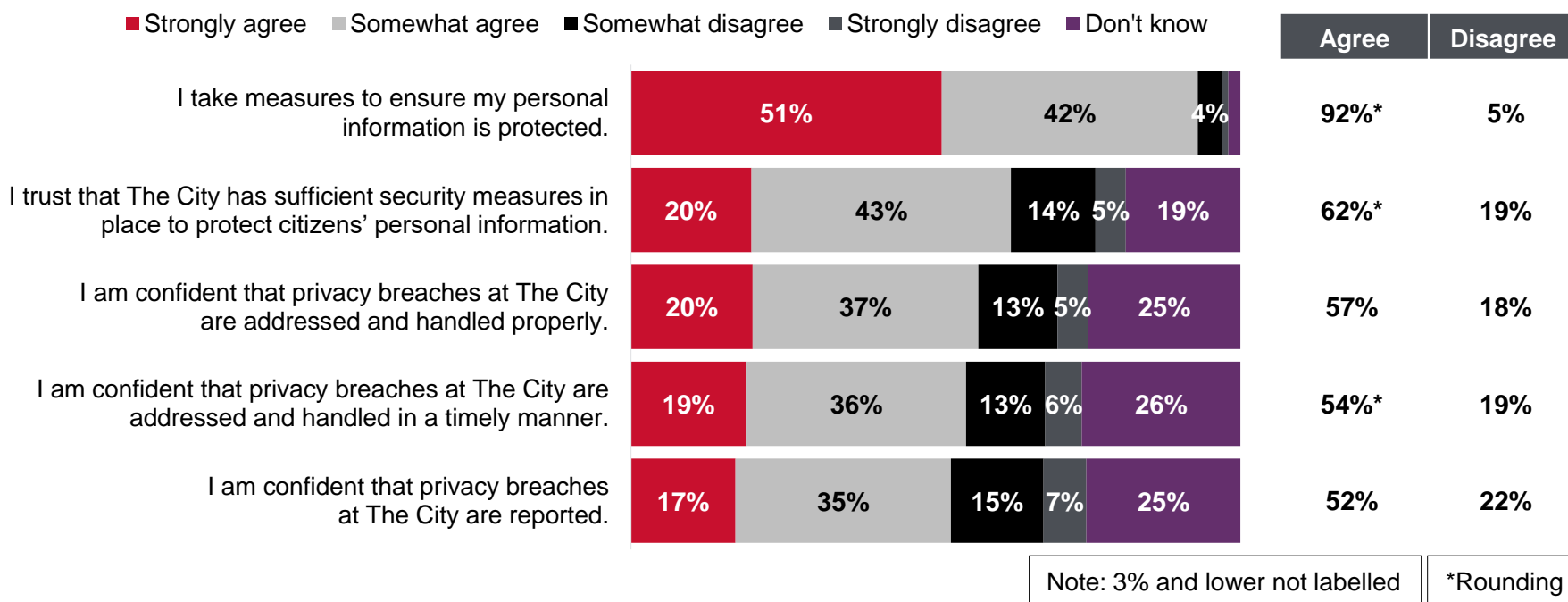


## Privacy Breaches

# Privacy Breaches at The City

Most respondents (92%) agree (strongly or somewhat) that they take measures to ensure their personal information is protected and a majority (62%) agree they trust The City has sufficient security measures in place to protect citizens' personal information. More than one-half of respondents agree that they're confident that privacy breaches at The City are addressed and handled properly (57%) and in a timely manner (54%). Around half (52%) agree they're confident that privacy breaches at The City are reported.

## Perceptions about Privacy Breaches at The City



10. A privacy breach means a loss, unauthorized access to, or disclosure of personal information.

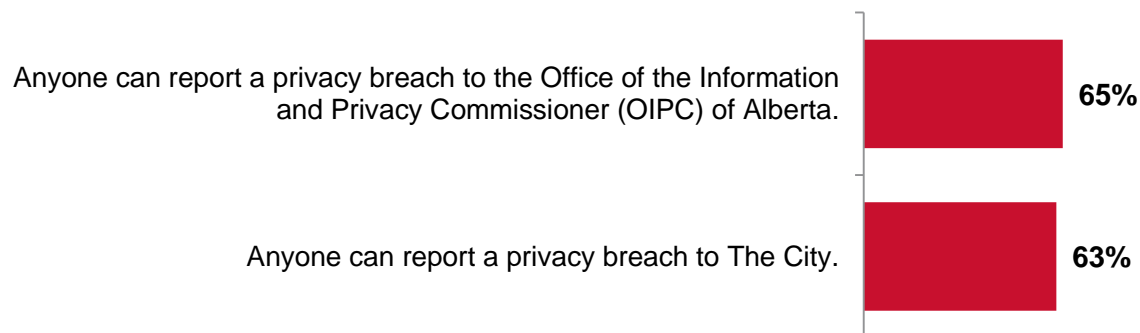
Please indicate to what extent you agree or disagree with each of the following statements:

Base: All respondents (n=882)

# Awareness about Reporting Privacy Breaches

Around two-thirds of respondents were already aware that anyone can report a privacy breach to the Office of the Information and Privacy Commissioner (OIPC) of Alberta (65%) and anyone can report a privacy breach to The City (63%).

## Awareness Regarding Reporting Privacy Breaches (% yes)



13. Before this survey, were you aware of each of the following?

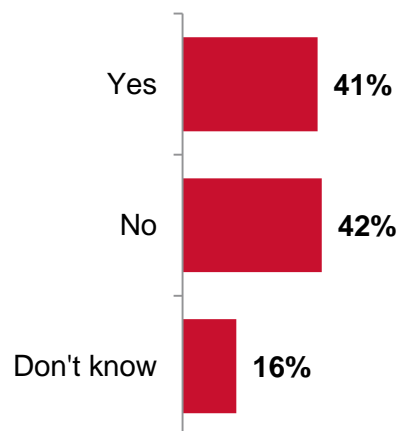
Base: All respondents (n=882)



# Experience with Personal Information Breaches

Two-in-five respondents (41%) report ever having their personal information breached while just as many (42%) say they haven't and 16% don't know. When it comes to having ever had their personal information breached at The City, only 2% say this has happened to them. The majority (60%) say they haven't experienced a breach at The City while 38% don't know if this has happened to them.

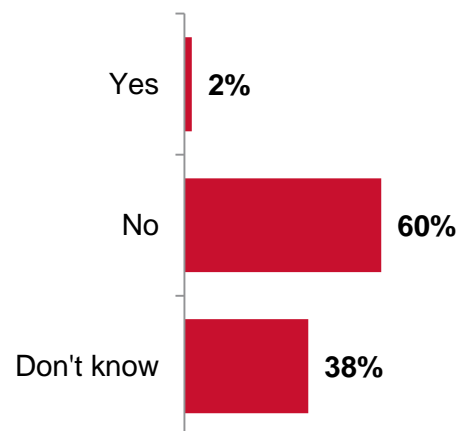
## Ever had their Personal Information Breached



21. Have you ever had your personal information breached? This includes privacy breaches at public institutions as well as private businesses and banks.

Base: All respondents (n=882)

## Ever had their Personal Information Breached at The City



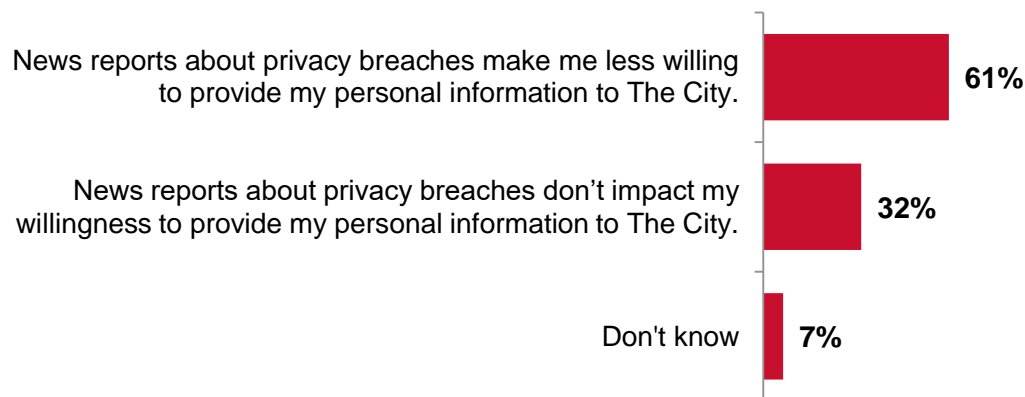
22. Have you ever had your personal information breached at The City?

Base: All respondents (n=882)

# Impact of News Reports of Privacy Breaches

News reports about privacy breaches at organizations and businesses have a negative effect on a majority (61%) of respondents' willingness to provide personal information to The City. For one third (32%), it doesn't impact their willingness and 7% don't know.

## Impact of News Reports about Privacy Breaches on Willingness to Provide Personal Information to The City



15. Sometimes there are news reports about organizations or businesses experiencing a privacy breach. Which of the following best describes what impact these news reports might have on your willingness to provide your personal information to The City?

Base: All respondents (n=882)



## Privacy Program Components and Principles

# Importance of Privacy Program Components

Respondents were asked to rank the importance of seven components of The City's draft Privacy Management Program. The component with the most respondents ranking it most important (1) was "compliance with the FOIP Act". The component ranked least important (7) by the largest proportion of respondents was "Privacy Impact Assessments (PIAs)" (33%).

## Perceived Importance of The City's Draft Privacy Management Program Components

	1 (most)	2	3	4	5	6	7 (least)	Average rank
Compliance with the FOIP Act (how The City collects, uses, discloses personal information)	<b>51%</b>	16%	10%	7%	7%	4%	5%	<b>2.4</b>
Retention and Disposal of Personal Information	16%	20%	17%	13%	11%	10%	13%	3.6
Privacy Governance, Policies, and Procedures	11%	20%	16%	15%	15%	12%	11%	3.8
Privacy Complaint and Incident Management	6%	14%	20%	17%	18%	16%	11%	4.2
Accountable Privacy Management Program Reporting	7%	13%	16%	18%	16%	18%	12%	4.3
Audit and Review of the Privacy Program	6%	12%	14%	18%	17%	17%	16%	4.4
Privacy Impact Assessments (PIAs)	4%	5%	8%	12%	16%	23%	<b>33%</b>	<b>5.3</b>

16. Below is a list of components that make up The City's draft Privacy Management Program. Rate these components in order of importance to you, with 1 being most important and 7 being least important.

Base: All respondents (n=882)

# Prioritizing Privacy Principles

Respondents were asked to prioritize five draft privacy principles that guide The City's Privacy Management Program. The principle rated as the highest priority (1) by the most respondents was "Data Minimization" (31%), although just as many (31%) rated it as 2. The principle rated as the lowest priority (5) by the largest proportion of respondents was "Collaboration" (53%).

## Prioritization of Draft Privacy Principles to Guide The City's Privacy Management Program

	1 (highest priority)	2	3	4	5 (lowest priority)	Average rank
<b>Data Minimization</b> – 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.	31%	31%	19%	12%	7%	2.3
<b>De-Identification and Anonymization</b> - Before analyzing and sharing data, The City takes steps to prevent personal information from being revealed.	19%	28%	28%	18%	7%	2.7
<b>Notice</b> – The City provides individuals with clear, transparent and concise information about why it collects personal information and intended use.	23%	19%	21%	23%	14%	2.9
<b>Privacy by Design</b> – The City recognizes and practices the seven Privacy by Design <sup>1</sup> foundational principles	22%	16%	20%	24%	18%	3.0
<b>Collaboration</b> - The City protects personal information through collaborative working relationships.	4%	6%	12%	24%	53%	4.1

<sup>1</sup> Privacy by Design Centre of Excellence. Ryerson University. See Appendix for list of principles.

23. The City has identified the following 5 draft privacy principles to guide the Privacy Management Program. Please rank these privacy principles in the order you think The City should prioritize them, where 1 is highest priority and 5 is lowest priority.

Base: All respondents (n=882)

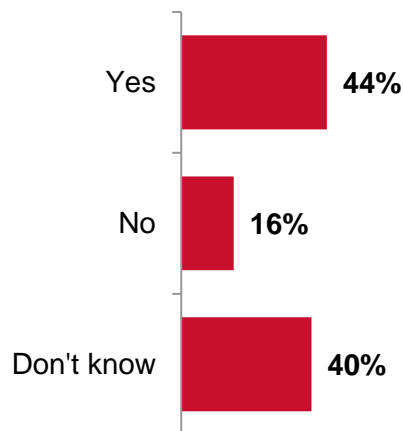
# The City's Draft Privacy Vision

While slightly more than two-in-five respondents (44%) think The City's draft privacy vision fully captures The City's commitment to privacy, around as many (40%) say they don't know.

The City's draft privacy vision is:

"The City of Calgary 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."

## Opinion about Whether The City's Draft Privacy Vision Fully Captures The City's Commitment to Privacy



25. The City's draft privacy vision is:

"The City of Calgary 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."

Do you think the draft privacy vision above fully captures The City's commitment to privacy?

Base: All respondents (n=882)

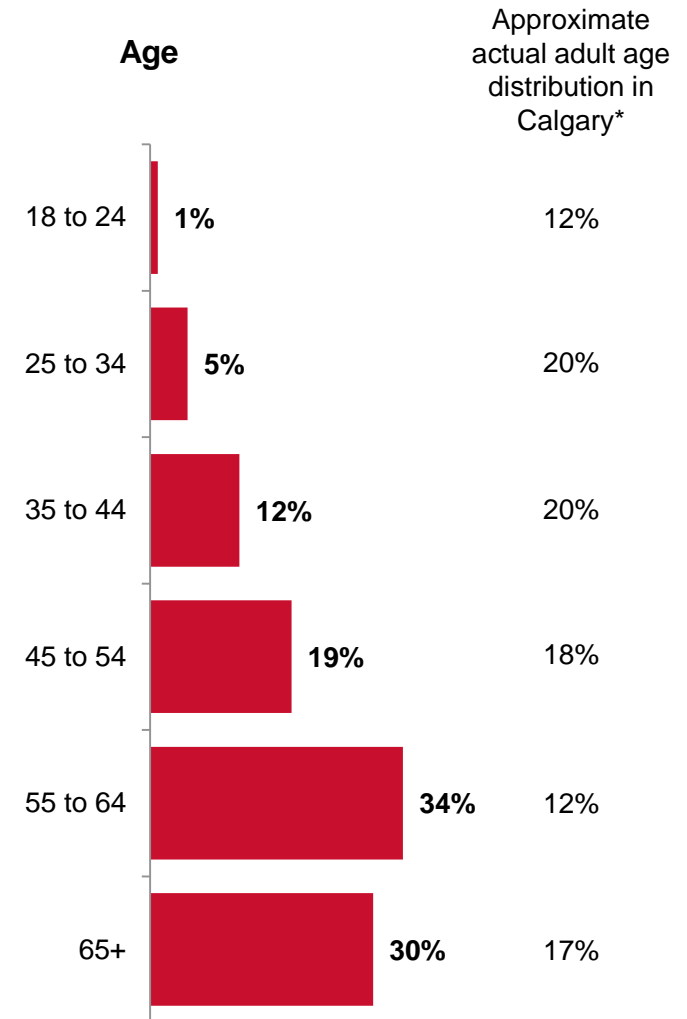
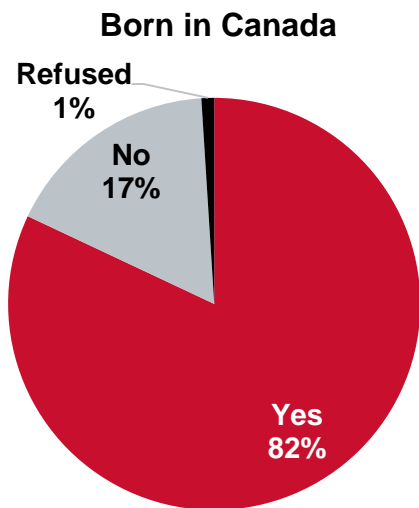
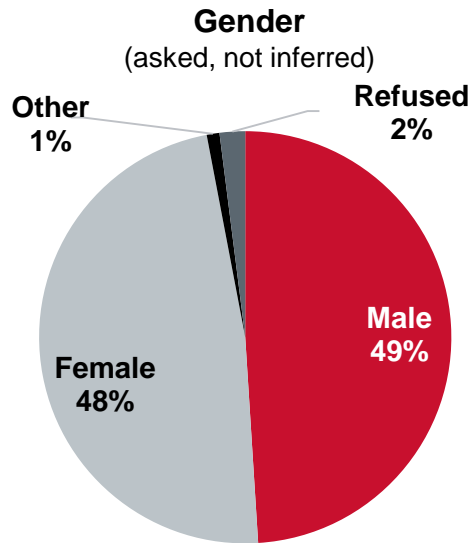


# Demographics





# Demographics

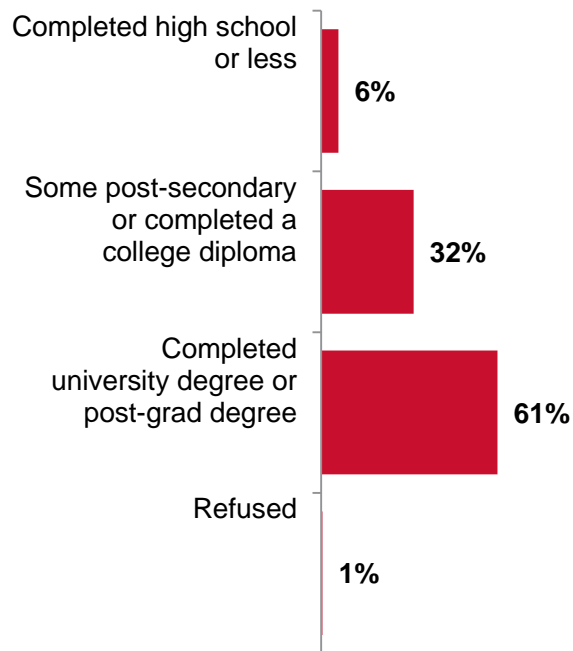


Base: All respondents (n=882)

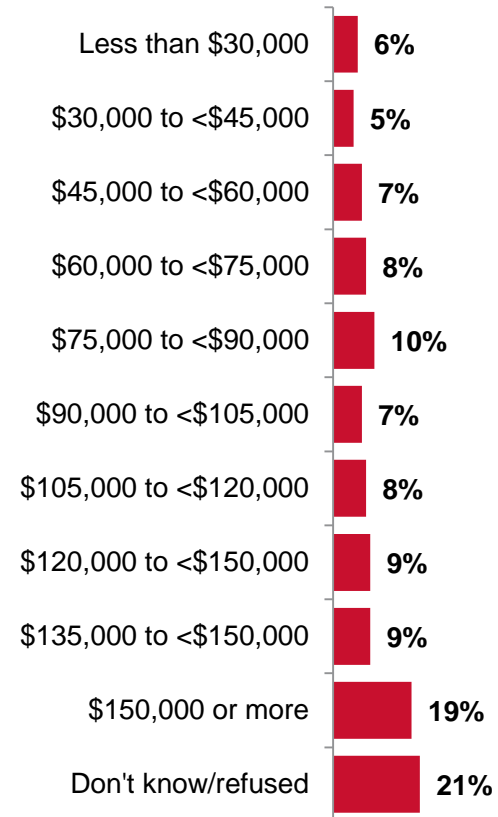
\*From: 2020 Citizen Perspectives Survey – Buy Local

## Demographics – cont'd

**Highest Level of Schooling Obtained**



**Household Income**



Base: All respondents (n=882)

# Questionnaire



# Questionnaire

## Privacy Framework Survey September 11, 2020

### INTRODUCTION

The personal information collected in this survey is done so under the authority of the *Freedom of Information and Protection of Privacy Act*, Section 33(c) and is used to provide guidance to The City of Calgary in developing a privacy framework. If you have any questions about the collection or use of your information, please contact a City of Calgary Research Coordinator at 403-268-3617, at [research@calgary.ca](mailto:research@calgary.ca) or send a letter to The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5.

1. How knowledgeable would you say you are about privacy rights?

Very knowledgeable  
Somewhat knowledgeable  
Not very knowledgeable  
Not at all knowledgeable  
Don't know

2. How knowledgeable would you say you are about protection of personal information?

Very knowledgeable  
Somewhat knowledgeable  
Not very knowledgeable  
Not at all knowledgeable  
Don't know

3. Have you taken any training or accessed resources to increase your privacy awareness?

Yes  
No  
Don't know

4. Would you consider taking any training to increase your privacy awareness if The City of Calgary offered it for free?

Yes  
No  
Don't know

In this survey, the terms 'The City of Calgary' or 'The City' refer to the Municipal government, including Council and Administration.

5. Alberta's *Freedom of Information and Protection of Privacy Act* (FOIP Act) is the legislation that protects an individual's privacy by setting out rules for collection, use and disclosure of personal information by public bodies, such as The City of Calgary. It also provides a method of requesting access to information that is not available by any other means.

Before this survey, had you heard of the FOIP Act?

Yes  
No  
Don't know

6. Before this survey, were you aware that you can request access to information from The City of Calgary?

Yes  
No  
Don't know

According to the FOIP Act, personal information means recorded information about an identifiable individual. It includes, but is not limited to, name and contact information, age, gender, marital status, health and health care history, financial history, fingerprints, religious and political beliefs.

7. When was the last time you were asked to provide personal information to The City to access services or programs?

Within the last month  
Between 1 and 3 months ago  
Between 3 months and 6 months ago  
Between 6 months and 1 year ago  
Between 1 and 5 years ago  
More than 5 years ago  
Never  
Don't know

8. To what extent do you trust or distrust The City of Calgary to protect your personal information?

Trust a great deal  
Trust a little  
Neither trust nor distrust/neutral  
Distrust a little  
Distrust a great deal  
Don't know

# Questionnaire – cont'd

9. Please indicate to what extent you agree or disagree with each of the following statements:

[RANDOMIZE]

- a) The City respects citizens' privacy rights when it comes to collecting, using and disclosing their personal information.
- b) When collecting citizens' personal information, The City clearly explains the reason for doing so and how the information will be used.
- c) When using or disclosing citizens' personal information, The City clearly explains the reason for doing so.
- d) I trust that The City fully adheres to and complies with the *Freedom of Information and Protection of Privacy Act* (FOIP Act).
- e) I trust that The City uses personal information in accordance with the *Freedom of Information and Protection of Privacy Act* (FOIP Act).

Strongly agree  
Somewhat agree  
Somewhat disagree  
Strongly disagree  
Don't know

10. A privacy breach means a loss, unauthorized access to, or disclosure of personal information. Please indicate to what extent you agree or disagree with each of the following statements:

[RANDOMIZE]

- a) I am confident that privacy breaches at The City are reported.
- b) I am confident that privacy breaches at The City are addressed and handled properly.
- c) I am confident that privacy breaches at The City are addressed and handled in a timely manner.
- d) I trust that The City has sufficient security measures in place to protect citizens' personal information.
- e) I take measures to ensure my personal information is protected.

Strongly agree  
Somewhat agree  
Somewhat disagree  
Strongly disagree  
Don't know

11. Please indicate to what extent you are or would be comfortable or uncomfortable doing each of the following in order to access City services and programs:

[RANDOMIZE]

- a) Providing personal information to The City online/on the web (not including apps).
- b) Providing personal information to The City by phone.
- c) Providing personal information to The City in person.
- d) Providing personal information to The City via a mobile app.

- e) Providing personal information to The City through regular mail.
- f) Providing personal information to The City by fax.

Very comfortable  
Somewhat comfortable  
Somewhat uncomfortable  
Very uncomfortable  
Don't know

[FOR EACH Q11 ≠ VERY COMFORTABLE, ASK Q12]

12. What are your specific concerns about providing your personal information to The City  
[INSERT FROM Q11 – ONLINE/ON THE WEB; BY PHONE; IN PERSON; VIA A MOBILE APP; THROUGH REGULAR MAIL; BY FAX]?

[OPEN END]

13. Before this survey, were you aware of each of the following?

[RANDOMIZE]

- a) There are time limits on how long The City can keep your personal information.
- b) Anyone can report a privacy breach to The City.
- c) Anyone can report a privacy breach to the Office of the Information and Privacy Commissioner (OIPC) of Alberta.
- d) There must be a business purpose in order for your personal information to be shared between City departments.
- e) You can request access to your personal information from The City.
- f) You can request access to general information (i.e. any City records that contains information, other than personal information, that are not otherwise available publicly or for a fee) under the custody or control of The City.
- g) You can request to have your personal information corrected by The City.
- h) All decisions related to the *Freedom of Information and Protection of Privacy Act* (FOIP Act) are subject to review (oversight) by the Office of the Information and Privacy Commissioner (OIPC) of Alberta.
- i) The *FOIP Act* requires The City to provide you with a formal notice of collection of personal information, when that information is being collected directly from you, either verbally, in writing or by posting it publicly at the time of collection

Yes  
No  
Don't know

14. To what extent are you concerned or not concerned about how The City's use of technology (e.g. online platforms, software, closed-circuit television/CCTV cameras and mobile apps) impacts your personal privacy?

Very concerned  
Somewhat concerned  
Not very concerned

# Questionnaire – cont'd

Not at all concerned  
Don't know

15. Sometimes there are news reports about organizations or businesses experiencing a privacy breach. Which of the following best describes what impact these news reports might have on your willingness to provide your personal information to The City?

**[RANDOMIZE]**

News reports about privacy breaches make me less willing to provide my personal information to The City.

News reports about privacy breaches don't impact my willingness to provide my personal information to The City.

Don't know

16. Below is a list of components that make up The City's draft Privacy Management Program. Rate these components in order of importance to you, with 1 being most important and 7 being least important.

**[RANDOMIZE]**

Compliance with the *FOIP Act* (i.e. the manner in which The City collects, uses, and discloses personal information)

Privacy Complaint and Incident Management

Accountable Privacy Management Program Reporting

Privacy Governance, Policies, and Procedures

Retention and Disposal of Personal Information

Privacy Impact Assessments (PIAs)

Audit and Review of the Privacy Program

17. If there are other components of a Privacy Management Program for The City that you think are missing from those above, please provide them here:

**[OPEN END]**

18. Which, if any, of the following elements of The City's privacy management might you like to know more about? Please select up to 3.

How The City handles privacy breaches

Safeguards/measures in place to protect personal information

Training of City employees on the topic of privacy protection

City roles and responsibilities regarding privacy protection

Privacy impact assessments

Personal Information Banks (directories of personal information held by The City)

Other (please specify):

None of the above

Don't know

19. In your opinion, who should be responsible for helping you protect your personal information? Please select all that apply.

Individual citizens

Government

Private and public organizations and businesses that collect and/or store personal information

All of the above **[EXCLUSIVE CHOICE]**

Other (please specify)

Don't know

20. Do you or have you ever worked in a role that requires you to be familiar with personal information and privacy?

Yes

No

Don't know

21. Have you ever had your personal information breached? This includes privacy breaches at public institutions as well as private businesses and banks.

Yes

No

Don't know

22. Have you ever had your personal information breached at The City?

Yes

No

Don't know

The City has identified the following 5 draft privacy principles to guide the Privacy Management Program:

- Collaboration - The City protects personal information through collaborative working relationships.
- Notice – The City provides individuals with clear, transparent and concise information about why it collects personal information and intended use.
- Data Minimization – 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.
- De-Identification and Anonymization - Before analyzing and sharing data, The City takes steps to prevent personal information from being revealed.

# Questionnaire – cont'd

e. Privacy by Design – The City recognizes and practices the seven Privacy by Design<sup>1</sup> foundational principles:

1. Proactive not reactive; Preventative not Remedial
2. Privacy as the default setting
3. Privacy embedded into design
4. Full functionality: positive-sum, not zero-sum (meaning considering both privacy and security, not picking one over the other)
5. End-to-end security: full lifecycle protection (meaning privacy is embedded from beginning to end)
6. Visibility and transparency: keep it open
7. Respect for user privacy: keep it user centric (meaning default settings and appropriate notices benefit the user)

<sup>1</sup> Privacy by Design Centre of Excellence, Ryerson University. Available online: <https://www.ryerson.ca/pbdce/certification/sevenfoundational-principles-of-privacy-by-design/>

23. Please rank these privacy principles in the order you think The City should prioritize them, where 1 is highest priority and 5 is lowest priority. (RANDOMIZE)

Collaboration - The City protects personal information through collaborative working relationships.

Notice – The City provides individuals with clear, transparent and concise information about why it collects personal information and intended use.

Data Minimization – 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.

De-Identification and Anonymization - Before analyzing and sharing data, The City takes steps to prevent personal information from being revealed.

Privacy by Design – The City recognizes and practices the seven Privacy by Design foundational principles.

24. If there are any other privacy principles that you feel should be included, please provide them here:

[OPEN END]

[Q25 AND Q26 TO BE ON THE SAME PAGE]

25. The City's draft privacy vision is:

"The City of Calgary 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."

Do you think the draft privacy vision above fully captures The City's commitment to privacy?

- Yes
- No
- Don't know

26. Why do you say that?

[OPEN END]

|



# Appendix



# Privacy by Design Foundational Principles

Privacy by Design – The City recognizes and practices the seven Privacy by Design<sup>1</sup> foundational principles:

1. Proactive not reactive: Preventative not Remedial
2. Privacy as the default setting
3. Privacy embedded into design
4. Full functionality: positive-sum, not zero-sum (meaning considering both privacy and security, not picking one over the other)
5. End-to-end security: full lifecycle protection (meaning privacy is embedded from beginning to end)
6. Visibility and transparency: keep it open
7. Respect for user privacy: keep it user centric (meaning default settings and appropriate notices benefit the user)

<sup>1</sup> Privacy by Design Centre of Excellence. Ryerson University. Available online: <https://www.ryerson.ca/pbdce/certification/sevenfoundational-principles-of-privacy-by-design/>