Final Report to the
Office of the Privacy Commissioner of Canada

IAPP Canada
KnowledgeNet Expansion Project

March 25, 2010
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Introduction

It is our pleasure to present the Office of the Privacy Commissioner of Canada (the “OPC”) with this final report. The purpose of the report is to provide information to the OPC on the success of IAPP Canada’s KnowledgeNet expansion program. Of course, this program was partially funded by the OPC’s grant awarded to IAPP Canada for 2009-2010.

Background history

IAPP Canada was established in the fall of 2008 as a division of the International Association of Privacy Professionals (IAPP), the world’s largest privacy association. IAPP Canada answers the growing demand for localized educational and networking resources for Canadian privacy and data protection professionals.

The IAPP was founded in 2000 with a mission to define, promote and improve the privacy profession globally. Its nearly 7,000 members represent small and large businesses, government, academia, and consumer advocacy groups in 47 countries. The IAPP provides a neutral forum for privacy professionals worldwide to learn and share information about information privacy. Notably, the IAPP is not an advocacy organization, and does not engage in any lobbying or political activity.

Because a substantial portion of the IAPP membership comes from Canada, over the years the organization has tailored services to meet the specific needs of Canadian privacy professionals, including implementing a broad-based credentialing program in Canadian privacy law and policy, the CIPP/C (Certified Information Privacy Professional/Canada), and a full suite of Canada-centric educational and professional development services. Moreover, IAPP Canada hosts the Canadian Privacy Symposium every year. The Symposium is a conference unparallel in Canada that focuses solely on the issues and challenges facing Canadian privacy professionals.

While there are other associations in Canada that also serve a portion of our membership, the IAPP has a 10-year track record delivering educational and networking programs to privacy professionals, and is known for its ability to consistently deliver needed member services locally and globally.

Canada represents one of the fastest-growing segments of privacy professionals in the world. IAPP Canada recognizes the need to quickly and efficiently develop educational resources to support the profession and promote continued growth.
**The KnowledgeNet Program**

IAPP Canada’s KnowledgeNet program brings together privacy and data protection professionals for education and networking with peers. KnowledgeNet meetings feature experts’ presentations on topics of timely relevance, and the chance for attendees to ask questions, share experiences, mingle with colleagues, and make new acquaintances. The meetings occur regularly, are free of charge and usually include complimentary breakfast or lunch. To date, this has been made possible with support and in-kind donations from other organizations.

**Report on Activities Since Receiving the Grant**

While the KnowledgeNet program was well established in the Toronto area, it was important for the privacy community in all of Canada that these vital meetings take place in other locales.

IAPP Canada was committed, as part of the grant application and acceptance of the grant, to ensuring that the following cities would host KnowledgeNet meetings before the end of the grant year (i.e. March 2010):

- Vancouver
- Calgary
- Toronto
- Ottawa
- Montreal

However, as soon as the grant was announced, IAPP Canada received a tremendous amount of support from volunteers and enthusiastic privacy professionals from other cities as well. As a result, we have increased the number of Canada-based KnowledgeNet meetings from 2 meetings a year based in Toronto to 16 meetings through to mid-March 2010 across the entire country. New cities that hosted and seem committed to hosting future KnowledgeNet meetings include Edmonton, Montreal, St. John’s NL, Ottawa, Vancouver, and Victoria.

The steps taken to date as part of the KnowledgeNet expansion program include:

- Held calls with Canadian Advisory Board and explained the KnowledgeNet program and expressed need for volunteers.
- Identified local volunteers (privacy professionals) to participate as the meeting chairs at the new locations.
- Organized volunteer chairs and worked with them to develop a program and speakers for each meeting.
- Coordinated the meeting locations and logistics.
- KnowledgeNet chairs organized and set basic information for meeting including speaker and topic.
- IAPP web site and Daily Dashboard\(^1\) were updated with the new meeting information.
- Email invitations were sent to members in the meeting area.
- Ongoing coordination was done with meeting sites to ensure the meeting room, catering, equipment, and host was all prepared.

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\(^1\) The Daily Dashboard is a free daily publication issued by the iapp that contains the top headlines of all privacy-related news from around the globe. It is distributed to almost 12,000 people daily.
Organized a cross-country KnowledgeNet Launch tour whereby the Managing Director for IAPP Canada and the Executive Director for the global IAPP personally attended and promoted meetings in Calgary, Vancouver, Toronto, Montreal and Ottawa.

Conducted post-meeting follow-up with the chairs.

Organizing, supporting and providing the necessary marketing efforts for the KnowledgeNet meetings involve significant work. Of course, IAPP Canada was intent on ensuring that the grant money was used to the fullest extent and we developed cost-effective methods to provide the necessary support and marketing initiatives. To this end, IAPP Canada used the global IAPP infrastructure to ensure cost-effective and professional service. In other words, IAPP Canada did not “start from scratch”, but rather used the existing resources and opportunities available to it by virtue of its relationship with the global IAPP.

Apart from all of the initial work, organization and resources required to establish these meetings, IAPP Canada further developed and executed an extensive marketing campaign to promote these vital learning opportunities to the privacy professional community. The steps taken in order to launch the awareness campaign include:

- Marketing Communications team developed promotional materials which included postcards, brochures, bookmarks, a Web site, emails and more. This included the creation of an IAPP Canada KnowledgeNet logo.
- Creation of the ambassador program (recruiting privacy professionals who commit to informing their colleagues about the KnowledgeNet program).
- Mass email sent to IAPP Canada members to find volunteers willing to help with the ambassador program.
- The ambassador kits were sent to over 30 members that have expressed interested in being an ambassador to the program.
- Email campaigns created for ambassadors to send to their professional contacts in the data protection and privacy community.
- Ambassadors shared the information in the kits with their professional contacts in the data protection and privacy community.
- Mailed marketing material to all Canadian members and people identified as potentially interested in attending these learning/networking activities.
- Began exploring the possibility of partnering with other professional associations in order to determine the feasibility of cross-marketing the KnowledgeNet program with their members.

A sample of some of the marketing materials is included at the end of this report.

**Acknowledgement of the OPC’s Support**

Importantly recognition of the OPC has been included in the marketing material for the IAPP Canada KnowledgeNet program. Moreover, at each event, KnowledgeNet Chairs introduce the event and explain that the meeting is partially supported by the financial contribution of the OPC.

Lastly, it probably goes without saying, but two of the KnowledgeNet meetings were led by members of the OPC. Assistant Commissioner Denham led an excellent discussion in Ottawa and Mr. Dan Carron was equally impressive in Montreal. Moreover, Commissioner Stoddart participated on March 16th at a very special presentation broadcast from the National Press Club in Washington DC. The Commissioner was
joined by a panel of international experts to discuss the future of the profession and the findings of a related white paper.

IAPP broadcasted the live 10th Anniversary webcast to four meetings in Canada- Edmonton, Ottawa, St. John’s, and Toronto. Members in Canada were also able to watch the simulcast from their desktop.
**KnowledgeNet Meetings Held**

The following is a list of meetings that took place throughout the grant year. The chart depicts the date, location, number of RSVPs (would have liked to attend), number of actual attendees, the speaker(s) and the topic. In total, approximately 450 people attended KnowledgeNet meetings with the aid of the OPC grant.

<table>
<thead>
<tr>
<th>Meeting Date</th>
<th>Location</th>
<th>RS VP</th>
<th>Attendees</th>
<th>Speaker/Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/09/2009</td>
<td>Vancouver, BC</td>
<td>28</td>
<td>27</td>
<td>Richard Rosenberg</td>
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<tr>
<td>07/10/2009</td>
<td>Ottawa, ON</td>
<td>27</td>
<td>22</td>
<td>Elizabeth Denham</td>
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<td>The OPC's Facebook Investigation: How Canadian privacy law made an international impact</td>
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<tr>
<td>20/10/2009</td>
<td>Toronto, ON</td>
<td>122</td>
<td>101</td>
<td>Dr. Ann Cavoukian</td>
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<td></td>
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<td>Privacy by Design and the SmartPrivacy Framework</td>
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<tr>
<td>26/10/2009</td>
<td>Montreal, QB</td>
<td>12</td>
<td>15</td>
<td>Daniel Caron</td>
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<td></td>
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<td>The OPC's Facebook Investigation: How Canadian privacy law made an international impact</td>
</tr>
<tr>
<td>27/10/2009</td>
<td>Victoria, BC</td>
<td>20</td>
<td>18</td>
<td>Tim Mots</td>
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<td></td>
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<td>Privacy in the non-profit sector</td>
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<td>29/10/2009</td>
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<td>10</td>
<td>Kevin Hagerty</td>
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<td>Where Everyone Knows Your Name: Nightclub ID Scanning as Security Theatre</td>
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<td>18/11/2009</td>
<td>St. John’s, NL</td>
<td>27</td>
<td>25</td>
<td>Rosemary Smith</td>
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<td></td>
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<td>Newfoundland and Labrador Personal Health Information Act Custodians: Where to Begin?</td>
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<td>07/12/2009</td>
<td>Toronto, ON</td>
<td>96</td>
<td>67</td>
<td>Cathy Allison</td>
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<td>The National Do Not Call List- One Year Later</td>
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<td>Lorene Novakoski</td>
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<td>Current Issues in Employee Privacy</td>
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<td>15</td>
<td>Rachelle May</td>
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<td>Biometrics and Privacy of Data- A CBSA Perspective</td>
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<td>28/01/2010</td>
<td>Victoria, BC</td>
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<td>Interactive Group Discussion and Networking Session</td>
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<td>28/01/2010</td>
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<td>14</td>
<td>Don Sheehy</td>
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<td>Data Breaches and Data Breach Reporting</td>
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<td>16/03/2010</td>
<td>Edmonton, AB</td>
<td>10</td>
<td>9</td>
<td>Peter Swire, Bojana Bellamy, Marc Rotenberg, Nuala O'Connor Kelly, Jennifer Stoddart</td>
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<td>The Future of the Privacy Profession (web cast)</td>
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<td>The Future of the Privacy Profession (web cast)</td>
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**Attachments**

1. Samples of marketing materials
2. Photos taken from various meetings
3. Receipts of expenditures related to the KnowledgeNet expansion program
SAVE THE DATE: October 29, 2009
IAPP Canada KnowledgeNet Meeting: Edmonton, Alberta

Please join us at the upcoming Edmonton KnowledgeNet on October 29, 2009. Hear from Kevin Haggerty, Editor, Canadian Journal of Sociology, Department of Sociology, University of Alberta, as he discusses “Where Everyone Knows Your Name: Nightclub ID Scanning as Security Theatre”. Lunch will be provided.

KnowledgeNets are free networking meetings that provide the privacy community an opportunity to network, make acquaintances and share ideas.

IAPP Canada KnowledgeNet meetings are open to the public. Please feel free to bring a guest or forward this invitation to anyone who may be interested in attending. For more information about KnowledgeNets, please visit www.privacyassociation.org/canada.

Speakers: Kevin Haggerty, Editor, Canadian Journal of Sociology, Department of Sociology, University of Alberta
Camille Tokar, Researcher and University of Alberta Student

Topic: Where Everyone Knows Your Name: Nightclub ID Scanning as Security Theatre

Date: Thursday, October 29, 2009

Time: 11:30 a.m. – 1 p.m.

Location: Ernst & Young, 1801 Tower 2, Scotia Place, 10060 Jasper Avenue, 18th Floor, Training Room, Edmonton, AB Canada T5J3R8

RSVP: RSVP is REQUIRED by Friday, October 23, 2009. Seating is limited. Please only respond to this e-mail with questions. Please use the above link to RSVP.

ATTENTION IAPP-CERTIFIED MEMBERS:
Each IAPP KnowledgeNet event is eligible for 1.5 hours of continuing privacy education (CPE) credit toward your CIPP, CIPP/G, CIPP/C or CIPP/IT requirements. You are not required to send in a certificate or fill out the CPE form to receive credit for attending a KnowledgeNet event. If you have an IAPP certification and sign the attendance sheet at the event, you will automatically be given credit for the session.

Edmonton KnowledgeNet Chair:
Jill Clayton, Office of the Information and Privacy Commissioner of Alberta

Financial support for this meeting is provided by the Office of the Privacy Commissioner of Canada. KnowledgeNets are sponsored by Ernst & Young.
Email sent from an iapp Canada Ambassador

[Subject: Invitation to free educational event: IAPP Canada KnowledgeNet in Edmonton]

As an ambassador for IAPP Canada, I would like to invite you to attend the next KnowledgeNet meeting. KnowledgeNets are free educational workshops for the data protection and privacy community. Each meeting features a presentation by an expert on a timely information privacy topic and includes a networking breakfast or lunch. It's a great way to hear about the latest privacy issues facing us, network with other local privacy professionals and share ideas.

IAPP Canada KnowledgeNet meetings are open to the public. Please feel free to bring a guest or forward this invitation to anyone in the area who may be interested in attending.

For more information about IAPP Canada or KnowledgeNets, please visit www.privacyassociation.org/canada.

IAPP Canada KnowledgeNet Meeting: Edmonton, Alberta
October 29, 2009

Speakers: Kevin Haggerty, Editor, Canadian Journal of Sociology, Department of Sociology, University of Alberta, Camille Tokar, Researcher and University of Alberta Student

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RSVP Now

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Photographs of Select KnowledgeNets

Vancouver (September 10)

Dr. Richard Rosenberg and his enthusiastic audience
Montreal (October 26)

Dan Carron gave attendees and in-depth look at the Facebook decision. Knowledge Net Co-Chair, Daniel Gagnon introduced the session.