

**For immediate release
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Commissioner's statement for Privacy Awareness Week 2022: Privacy is the foundation of trust

VICTORIA— “My office marks Privacy Awareness Week every May in conjunction with a global effort coordinated by the Asia Pacific Privacy Authorities. This year’s theme, “Privacy is the foundation of trust,” is especially pertinent because British Columbia’s privacy legislation is built on the concept of trust; a trust based on the obligation of public bodies and private organizations to properly care for people’s personal information.

If this obligation is not abided, that trust between the parties is quickly squandered.

The potential for this trust to be undermined multiplies exponentially with each passing year – and the pandemic has only increased its velocity. The rapid and massive shift to online platforms has benefited us tremendously in areas as diverse as the workplace, education, and health care. But with each new app or platform comes questions about what personal information is being collected, used or disclosed, and how service providers are protecting that information. As we move forward in areas such as artificial intelligence, those questions become even more pressing and people need to be satisfied with the answers – it’s about trust.

I encourage anyone collecting, using or disclosing people’s personal information to visit the OIPC website for a host of helpful resources. Our [PrivacyRight](#) online educational program is a great place to start. It provides the building blocks for businesses to build and maintain trust with the people whose personal information they collect, use and disclose. Likewise, our “[Securing personal information: A self-assessment for public bodies and organizations](#),” can help an organization determine how well it is protecting personal information. These are only a few examples of the dozens of resources on our website aimed at helping public bodies and private organizations understand their obligations under BC’s privacy laws, and at safeguarding their most precious resource: people’s trust.”

About Privacy Awareness Week

Privacy Awareness Week is a global effort coordinated by members of the Asia Pacific Privacy Authorities (APPA) to promote awareness of privacy issues and the importance of protecting personal information.

The OIPC heads the Governing Council and is the Secretariat for APPA, a network comprising 19 regulators from around the Asia-Pacific region. The OIPC coordinates the activities of APPA, which meets twice a year to tackle issues of shared interest, including emerging technologies, and the management of privacy enquiries and complaints.

For more, visit: <https://www.appaforum.org/paw>

The OIPC will share a host of educational resources and guidance throughout the week on [Twitter](#) and [LinkedIn](#).

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