



ACHIEVE PIPEDA COMPLIANCE

The Personal Information Protection and Electronic Documents Act (PIPEDA) is Canada's primary data protection law. Initially implemented in 2001, the law prevents organizations from collecting or disseminating Canadian consumers' data without their consent. Like many other data protection regulations around the globe, PIPEDA also gives consumers the right to access their personal information when it's held by a private organization.

PIPEDA holds businesses responsible for obtaining consent prior to collecting consumer information and for protecting that information. Non-compliance may result in fines up to \$100,000 CAD. Furthermore, as of 2018, organizations must notify the Privacy Commissioner of Canada, as well as potentially impacted individuals, in the event of a data breach.

Get to know the PIPEDA Fair Information Principles

PIPEDA's Fair Information Principles designate exactly how companies are to regard consumer data and information. Several of these principles relate to the notion of disclosure: openness, accountability, and accuracy of data are mandates that companies must concede to in order to maintain compliance.

HOW GROUND LABS CAN HELP ENSURE PIPEDA COMPLIANCE



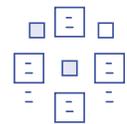
Search for and identify 300+ types of data and file formats, including data stored in servers, on desktops, email, and databases, on prem and the cloud.



Encryption is considered by PIPEDA to be an appropriate safeguard against the unauthorized access of personal data: Quickly batch-encrypt data with Eterprise Recon.



Forensic Discovery allows you to investigate, localize, and promptly report potential data breaches to the Privacy Commissioner of Canada and to impacted individuals.



Remediate, delete or mask unneeded PII data, thereby upholding the [fifth PIPEDA Fair Information Principle](#).



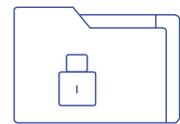
Fulfill the PIPEDA Fair Information Principle for accountability by monitoring the protection of all personal data stored internally or shared with a third party using Ground Labs technology.



Automate PIPEDA compliance scans with weekly, monthly, quarterly, or annual scheduling for custom locations and data types.



Align with CISO and Executive Board scorecards through integration with reporting interfaces such as Excel, Power Bi, Crystal Reports, Tableau and others that connect to an ODBC-compliant business intelligence tool.



Prepare for personal information management audits by storing and organizing compliance reports by date or other criteria in our user-friendly interface.

Book a complimentary sample data analysis with Ground Labs at <https://go.groundlabs.com/book-a-demo>



GROUND LABS



CANADA'S PIPEDA DATA PRIVACY LAW: REQUIREMENTS

While many data privacy laws have been enacted recently – Europe's GDPR, Brazil's LGPD, and California's CCPA – Canada has been at the forefront of privacy rights since 1983.

The Privacy Act defines rights in relation to interactions with the federal government. It ensures the protection of personal information, and provides the right to request access to personal information. About a decade later, organizations, corporations, and their customers began voicing concerns about how personal information was being collected and protected. Enter PIPEDA.

What is PIPEDA?

Succeeding the Privacy Act of 1983, The Parliament of Canada enacted The Personal Information Protection Electronic Documents Act, better known as PIPEDA. The goal of this act is to balance the rights of privacy of individuals and their sensitive personal data while taking into account the need of organizations to collect, use, or disclose personal information in order to carry out their business.

As of May 2019, PIPEDA-compliant organizations must always obtain an individual's consent when they collect, use, or disclose that individual's personal information. Individuals also have the right to access their personal information upon request, challenge its accuracy, or request that it be updated.

The 10 Principles of PIPEDA

Accountability: An organization is responsible for the personal information that is under its control. They must appoint a Privacy Officer whose purpose is to ensure compliance with PIPEDA.

Identifying Purposes: Organizations must identify the purposes of collecting personal data prior to or during collection.

Consent: Individuals' consent is required for the collection, use, or disclosure of personal information.

Limiting Collection: Information must be collected by lawfully and fairly, limited to purpose identified by the organization.

Limiting Use, Disclosure & Retention: Personal information can only be used or disclosed for its intended purposes and must be kept only for the duration required to serve these purposes.

Accuracy: Personal information must be accurate, complete, and as up-to-date as possible.

Safeguards: Personal information must be securely protected relative to the sensitivity of the information.

Openness: Organizations must be open about their policies and practices relating to the management of personal data.

Individual Access: Upon request, an individual must be informed of the existence, use, and disclosure of their personal information be given access to it and be able to challenge its accuracy.

Challenging Compliance: An individual can challenge an organization's PIPEDA compliance.

Who Does PIPEDA Apply To?

Generally, PIPEDA applies to private sector organizations (not federally regulated) that conduct business in Manitoba, New Brunswick, Newfoundland and Labrador, Northwest Territories, Nova Scotia, Nunavut, Ontario, Prince Edward Island, Saskatchewan & Yukon.

PIPEDA also applies to commercial organizations that use or disclose personal information in the course of commercial activity. Federally-regulated businesses such as airlines, banks, and telecommunications also are subject to PIPEDA. Some organizations, including non-profits, are exempt from PIPEDA as they don't partake in commercial activities, are exempt.

How Can I Maintain Compliance Under PIPEDA

Non-compliance with PIPEDA can lead to hefty fines, loss of trust from your customers, and risking the integrity of your business.

Compliance requires gaining awareness of where your organization's personal data resides, and the best way to achieve this is with Ground Labs' data discovery solution, Enterprise Recon.

Ground Labs makes finding and remediating sensitive data simple and allows your organization to start the process of maintaining PIPEDA on the right foot. Powered by GLASS™ technology, Enterprise Recon enables the quickest and most accurate data discovery across the broadest range of platforms – ensuring that you always know where your data resides and that your Canadian business can continue to flourish and keep personal and sensitive data secure.