

## Privacy: It's Your Business

March 18, 2015

**Ensure you are complying with privacy and data collection laws that govern the collection and use of personal information gathered from customers and employees.**

As consumers, clients, customers, citizens and patients, people are increasingly concerned about their privacy – where their personal information is ending up, who's using it, and for what purpose. Companies and organizations need to ensure their business practices comply with privacy and data protection laws. This seminar will set you on track to protect the privacy of your most important assets – the customers and clients you serve and the employees who make your organization work.

### Details

Participants will improve their understanding and application of privacy and data collection laws and practices through professional development in:

- Understanding the 10 fundamental principles of privacy protection
- How to develop a privacy plan for your business
- Identifying the essential elements of a privacy policy
- Making your contractual relationships privacy-prepared
- Knowing the top privacy risks faced by Canadian businesses

### Benefits

For Individuals	For Organizations
<ul style="list-style-type: none"> <li>• Take away privacy tools that you can put into practice right away</li> <li>• Know what you can and can't do with employee and customer information</li> <li>• Know what you need to communicate to customers when collecting personal information from them</li> </ul>	<ul style="list-style-type: none"> <li>• Understand that your organization is accountable for the protection of the personal information in its control</li> <li>• Learn how to ensure your organization is in compliance with the latest privacy and data collection laws</li> <li>• Understand how to develop and communicate your privacy policy to your customers</li> </ul>

### Who Should Attend

Executives, business owners, information technology and information management experts, human resources practitioners, managers and leaders in the public and private sectors, professionals in the fields of law, accounting, and others who would like to be more privacy-savvy.

### Instructor: Rosemary Thorne

Rosemary Thorne is the university privacy officer and coordinator of the Information Access and Privacy Protection office at Memorial University. She provides strategic advice to the university on access and privacy, develops policy, guidelines and best practices, and reviews projects and programs for privacy compliance. She develops and delivers education and training to administrative and academic offices on three campuses.

Rosemary is certified information privacy professional in Canada. She is a KnowledgeNet Chair for the International Association of Privacy Professionals and is a professional privacy certification exam item writer. In 2011, she was one of five nominees in Canada for the Grace-Pépin Access to Information Award.

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