



Information and Privacy
Commissioner/Ontario

Commissaire à l'information
et à la protection de la vie privée/Ontario

News release

December 11, 2008

Come to the First *Privacy by Design Challenge* and see how technology can be designed to enhance privacy instead of encroaching upon it: Commissioner Cavoukian

TORONTO – The rapid pace of technological development should be something that everyone concerned about privacy can embrace, rather than fear, says Dr. Ann Cavoukian, Ontario's Information and Privacy Commissioner.

“When you embed privacy-enhancing technologies (PETs) into the architecture of new systems, you protect privacy, *without* compromising performance or security,” said the Commissioner, “which is why we are organizing and sponsoring a special event – the first *Privacy by Design Challenge* – on January 28.”

Privacy by Design is a term the Commissioner coined in the '90s when she began her campaign to enlist the support of technology companies to **protect** privacy, rather than encroach upon it. The *Challenge* – co-sponsored by the Toronto Board of Trade and being held on international Data Privacy Day – will feature presentations by nine companies on their latest innovations in privacy-enhancing technologies. Presenters, who will be divided into two panels, include: Intel, IBM, Sun Microsystems Inc., Microsoft Corporation, HP, Facebook, Privacy Analytics Inc., Ontario Lottery and Gaming Corporation and GS1.

Over the years, the Commissioner has shone a spotlight on many promising PETs in an effort to raise greater awareness, and to support their development and widespread adoption.

“Both private sector and public sector organizations can employ PETs – or going even further, what I am now calling *PETs Plus* – to achieve their privacy objectives in a positive sum (not zero-sum) manner,” said Commissioner Cavoukian. “Concepts such as PETs, combined with a positive-sum paradigm, can effect transformative change – transforming privacy problems into privacy solutions – creating ‘Transformative Technologies’ or *PETS Plus*.”

Our special event begins with registration and breakfast at 7:30 a.m., January 28, 2009 at the Board of Trade, with the program starting at 8 a.m. More information, including registration details, is available at <http://www.privacybydesign.ca>.

Media Contact:

Bob Spence

Communications Co-ordinator

Direct line: 416-326-3939; **Cell phone:** 416-873-9746; **Toll free:** 1-800-387-0073

bob.spence@ipc.on.ca



2 Bloor Street East
Suite 1400
Toronto, Ontario
Canada M4W 1A8

2, rue Bloor Est
Bureau 1400
Toronto (Ontario)
Canada M4W 1A8

416-326-3333
1-800-387-0073
Fax/Télé: 416-325-9195
TTY: 416-325-7539
<http://www.ipc.on.ca>