

NEWS RELEASE

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Award-winning video “*Are You Like Darren?*” demonstrates the importance of privacy

Ryerson student wins the “Make the Right Choices” Video Contest with humorous short depicting a nightmare job interview

TORONTO, January 25, 2013 – In celebration of International Privacy Day, Ontario's Information and Privacy Commissioner, Dr. Ann Cavoukian, has selected Ryerson student Michael Chen's video, [*Are You Like Darren?*](#), as the winner of “[Make the Right Choices](#)” - A *Privacy by Design* Video Contest.

The winning submission demonstrates the consequences of not protecting online privacy. In the video, a job interview ends quickly when the interviewer views questionable photos from the applicant's online search results and dismisses the candidate. The video accurately depicts the findings of a 2010 U.S. study* that 72 per cent of employment recruiters reject candidates based solely on their online profiles.

"This video exemplifies the importance of the second [Privacy by Design](#) principle - that privacy should always be the default setting, thus minimizing the risk," the Commissioner added. "Our goal with this contest is to remind people to think before they click and this entry did an excellent job of illustrating the potential threat posed by unprotected questionable posts or photos can pose to future employment and scholarship opportunities."

The Make the Right Choices video contest was held to encourage better privacy and social media habits among people who enjoy spending time online. Young Ontario filmmakers were asked to produce a short video to educate people all around the world, about protecting their privacy and how they can make the right choices online. This announcement is being made just ahead of International Privacy Day (January 28), marking 32 years since the first binding international convention on privacy came into force.

“We wanted to demonstrate the importance of balancing an individual's personal and professional profile online,” said Michael Chen, video creator. “It is important to be proactive and think of the long-term implications of what you post online.” This exemplified one of the Commissioner's frequent cautions – “beware of unintended consequences.”

Contest entrants were asked to incorporate one of the seven Foundational Principles of *Privacy by Design* in their submission. *Privacy by Design* seeks to proactively embed privacy into the design specifications of information technologies, organizational practices and networked system architectures. It continues to grow at breakneck speed globally, having been recognized as the international standard for protecting privacy, and translated into 29 languages.

Make the Right Choices Contest Winners:

- **1st place:** [Are You Like Darren?](#) Michael Chen, Ryerson University
- **2nd place:** [In Control Wherever You Go](#), Aaron Streight, Ryerson University
- **3rd place:** [Friends](#), Tyler Rochweg, Western University
- **People's Choice Award:** [Spetsnaz Advises: Online Security](#), Artem Kemov, McMaster University

To mark International Privacy Day, Commissioner Cavoukian has released a special video message that can be viewed here: <http://youtu.be/vaoHg0o-NAI>.

About the IPC

The Information and Privacy Commissioner is appointed by, and reports to, the Ontario Legislative Assembly, and is independent of the government of the day. The Commissioner's mandate includes overseeing the access and privacy provisions of the *Freedom of Information and Protection of Privacy Act* and the *Municipal Freedom of Information and Protection of Privacy Act*, as well as the *Personal Health Information Protection Act*, which applies to both public and private sector health information custodians. The Commissioner's mandate also includes helping to educate the public about access and privacy issues.

*[Study](#) conducted by Microsoft and Cross-Tab Market Research

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