

Information Sheet

Privacy Protection and E-Business

What is Privacy Protection?

In Canada, most businesses must comply with the Personal Information Protection and Electronic Documents Act (PIPEDA) which regulates how you may collect, use and disclose the personal information you gather when conducting business.

E-business (electronic business) consists of conducting a business on the internet. E-business includes buying or selling of goods and services; servicing customers; sharing information; providing technical or customer support on-line, etc. The responsibility of business is, to limit the use and disclosure and retention of collected information. Business must also obtain consent to collect the information, and be responsible for the accuracy of the information.

Guidelines on what the Provincial and Federal government is responsible for:

Level of Government	Act	Definition
Federal Legislation	The Privacy Act	Limits collection, use and disclosure of personal information by government. Act allows right to access personal information about oneself held by federal government.
	The Personal Information and Electronic Documents Act (PIPEDA)	PIPEDA protects personal information held by private sector businesses. Act provides guidelines in the collection, use and disclosure of information for commercial activity.
Provincial Legislation	Freedom of Information and Protection of Privacy Act (FIPPA)	FIPPA deals with ministries and agencies of Ontario Government
	Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)	MFIPPA governs Municipalities and local boards throughout the province
	Personal Health Information Protection Act (PHIPA)	PHIPA sets out rules for the collection, use and disclosure of personal health information that protect the confidentiality and privacy of an individual pertaining to health care.

Organizations and Reference Websites:

Sector	Details / Oversight	Telephone / Fax / E-mail	Website
The Office of the Privacy Commissioner of Canada	Privacy Guide for Small Businesses: The Basics (guide)		http://goo.gl/mD1L4g
	The office provides control of the Acts and regulations and handles complaints.	1-800-282-1376 (toll free) (613) 947-1698	www.privcom.gc.ca
	Privacy Tool Kit		https://www.priv.gc.ca

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Sector	Details / Oversight	Telephone / Fax / E-mail	Website
Government of Canada	Access to Information Act		http://goo.gl/s5A1iW
	Requesting a freedom of information request.		www.ontario.ca/government
	Canada's Anti-Spam Legislation (CASL) protects Canadians while ensuring that businesses can continue to compete in the global marketplace.		http://fightspam.gc.ca
	If your business uses electronic means of promoting your business, products and services this may affect you.		http://fightspam.gc.ca
Industry Canada	Privacy in the Digital Economy		www.ic.gc.ca
Information and Privacy Commissioner of Ontario	IPC acts independently of the government and upholds and promotes open government and the protection of personal privacy in Ontario. Access resources that help assist in protecting your privacy and accessing information.	info@ipc.on.ca	www.ipc.on.ca
Ministry of Government and Consumer Services	Access information on personal and privacy information.		https://www.ontario.ca
Ontario Network of Entrepreneurs (ONE)	E-Business Toolkit contains an introductory handbook "How You Can Profit from E-Business", which is a series of 17 booklets on a range of advanced e-business topics.		www.onebusiness.ca/ebusiness
Canada Business Network	Learn how to protect your clients against fraud, security, privacy protection, credit and debit card handling and legal requirements for e-business.		www.canadabusiness.ca

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