



- Welcome to a webinar about understanding BC's Personal Information Protection Act or PIPA for short.
- If you're a physician or MOA working in a private practice, this webinar is for you.

## WHY DO WE NEED PRIVACY LAWS?

- Laws are needed to protect individuals from significant harm
  - financial fraud
  - reputational damage
  - humiliation
  - physical harm
- The purpose of PIPA is to balance
  - the right of individuals to protect their personal information
  - with the need of organizations to collect, use or disclose it
- Individuals maintain
  - dignity and autonomy
  - the ability to control collection, use and disclosure of personal info



## WHY DO WE NEED PRIVACY LAWS?

- Unfortunately, a small percentage of the population is dishonest and they can cause significant harm by stealing someone's identity to
  - commit financial fraud
  - damage their reputation
  - humiliate them through impersonation
  - or cause physical harm
- The purpose of PIPA is to balance
  - the right of individuals to protect their personal information
  - with the need of organizations to collect, use or disclose it
- It helps individuals maintain
  - dignity and autonomy by giving them
  - the ability to control collection, use and disclosure of their personal information

## WHY ARE THERE DIFFERENT PRIVACY LAWS?

- Public bodies (governments, health authorities, hospitals, the College, etc.)
  - mandatory services
  - accountable to the public
  - wider rights to access
  - governed by FIPPA where consent is rarely required
- Private organizations (corporations, not-for-profits, etc.)
  - individuals can choose
  - accountable to their clients and members/shareholders
  - more limited rights to access
  - governed by PIPA where consent is usually required
- This presentation will focus on PIPA



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## WHY ARE THERE DIFFERENT PRIVACY LAWS?

- Public bodies such as governments, health authorities, hospitals and the College whose
  - services are mandatory
  - are accountable to the public
  - giving individuals wider rights to access
  - and they are governed by the Freedom of Information and Protection of Privacy Act where consent is rarely required
- Private corporations and not-for-profits
  - allow individuals to choose which organization to interact with
  - they are accountable to their clients and members or shareholders
  - giving individuals restricted rights to access
  - and are governed by the Personal Information Protection Act where consent is usually required
- This presentation will focus on PIPA

## 10 PRINCIPLES THAT UNDERLIE PIPA

1. Accountability – policies, procedures, privacy officer
2. Purpose – communicated to individual
3. Consent – express or implied
4. Limiting Collection – minimum needed
5. Limiting Use, Disclosure and Retention – purpose/consent
6. Accuracy – corrections, annotations
7. Safeguards – administrative, physical, technical
8. Openness – keep patients and employees informed
9. Access – within 30 days, minimal fee
10. Challenging Compliance – complaint handling



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The obligations your organization has are based on 10 principles that underlie PIPA

1. You have a legal responsibility to protect PI by putting policies and procedures in place that promote good practices for handling it including appointing a privacy officer and making their name and contact information publicly available
2. There needs to be a reasonable purpose for collecting, using and disclosing PI which must be communicated to the individual.
3. Consent needs to relate to the purpose and it can later be changed or withdrawn. It can be express or implied  
Express means it's in writing and is also referred to as opt-in  
Implied can be where the purpose is obvious or the individual volunteers the information  
or opt-out where the individual has a period of time to opt out after which they are presumed to consent
4. Limit PI to what you need to do the job.
5. Limit how you use, disclose and retain it only for the purposes consented to. You need to obtain consent if you want to use it for another purpose.
6. Keep it accurate by confirming it periodically with patients and employees and have a process for them to request corrections.  
The record must be annotated any time a correction is denied.
7. Use a combination of administrative, physical and technical safeguards based on its sensitivity

and securely destroy it when it's no longer needed.

8. Keep patients and employees informed about your information management policies and practices and how you protect their information.

9. Individuals have a right to access their own PI with limited exceptions.

If requested in writing, you must provide access within 30 days unless a limited exception applies

You may charge a minimal fee for providing access.

10. Have a process where individuals can challenge your compliance with PIPA.

## WEBINAR RESOURCES

- College Standards and Guidelines  
<https://www.cpsbc.ca/for-physicians/standards-guidelines>
- Doctors of BC Privacy Toolkit and webinar notes (PDF)  
<https://www.doctorsofbc.ca/privacy-toolkit-webinars>
- Office of the Information & Privacy Commissioner for BC:
  - Guide to PIPA
  - Privacy Breach Tools and Resources
  - Accountability Tips
  - Getting Accountability Right
  - Self-Assessment Tool for Securing Personal Information
  - Cloud Computing Guidelines
  - Guidance Document: Information Sharing Agreements  
<https://www.oipc.bc.ca/guidance/guidance-documents/>



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Links to these Resources are in a PDF document on the Webinars page of the Privacy Toolkit

- College Standards and Guidelines
- Doctors of BC Privacy Toolkit and webinar notes
- and Privacy Commissioner guides, tips and resources



# PIPA SHORTS

BC's Personal Information Protection Act

**QUESTIONS?**  
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**doctors  
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British Columbia Medical Association



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Let us know if you have any questions about complying with PIPA