

# STATISTICS CANADA PROTECTS YOUR PRIVACY

## BALANCING SOCIETAL NEEDS FOR DATA INSIGHTS AND THE PROTECTION OF YOUR PRIVACY

### MODERN STATISTICAL NEEDS



Collecting data for statistics is more than a century old and keeps evolving. In our Digital Age, your information needs are growing, and new data sources offer new possibilities for information.



### COLLABORATION

Statistics Canada is working with experts from businesses and academia from around the world as well as the Office of the Privacy Commissioner to develop new statistical methods based on necessity and proportionality.



### NECESSITY

Statistics Canada is mandated to produce data for Canada —data that is essential for governments, municipalities, businesses small and large, and individuals like you. The agency measures our society, economy, and environment.

### PROPORTIONALITY



When we plan surveys, our experts work to balance the volume and sources of data with the need to reduce the response burden on you, all while maintaining protection of your privacy.



### A NEW FRAMEWORK

The new framework expands on these principles, which have always guided Statistics Canada. It assesses proportionality and data sensitivity, and ensures statistical values, such as the protection of privacy and confidentiality.

