

HPOL#15
Privacy and Citizen Information Protection
(Version 1.0)

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15.1. SCOPE AND OBJECTIVES

The government organization recognizes its responsibility to protect and safe-keep citizen information provided to it and its responsibility to use this information in an appropriate and responsible manner. This policy is intended to communicate the extent of the government organization's commitment to Privacy and Citizen Information Protection.

The government organization recognizes that children, including young teens, may not be able to make informed choices about personal information requested on websites and other online fora. In recognition, the government organization will adopt appropriate policies to protect the interests of children.

This policy addresses the issues related to collection and use of citizen information, disclosure, citizen choices, protection and usage of citizen identifiable information, correction of citizen information and privacy protection for children.

15.2. POLICY STATEMENT

15.2.1. CITIZEN INFORMATION PROTECTION

15.2.1.1. Collection and Use of Citizen Information

- 15.2.1.1.1. The government organization will obtain approval from citizens before sharing information.

Explanatory Notes

The government organization will collect and use citizen identifiable information to provide and change service, to anticipate and resolve problems with the service, or to create and inform citizens of products and services that better meet citizen needs. This means that the government organization may use citizen identifiable information, in conjunction with information available from other sources, to market new services to citizens that the government organization thinks will be of interest to the citizens. However, the government organization will obtain approval from citizens before sharing information.

- 15.2.1.1.2. The government organization will not use information about citizen activities on the Internet together with any information that would result in a citizen being identified without his/her consent.

- 15.2.1.1.3. The government organization may collect “usage data” when citizens visit the government organization’s websites or other sites that have been visited using the government organization’s Internet services.

Explanatory Notes

This "usage data" may include a record of which pages a Web browser has visited. The government organization may use “usage data” to provide advertising about goods and services that may be of interest to citizens, or to provide customized features and services.

- 15.2.1.1.4. The government organization will not associate the information collected by software utilities with citizen name or email address, at the time of the citizen visiting the sites.

Explanatory Notes

Information collected by software utilities will include but not be limited to cookies and single-pixel gif images.

15.2.1.2. Disclosure

- 15.2.1.2.1. The government organization will not sell, trade, or disclose to third parties any citizen identifiable information derived from the registration for or use of a government organization service - including citizen names and addresses - without the consent of the citizen, except as required by legal processes.
- 15.2.1.2.2. When the government organization uses other agents, contractors or companies to perform services on its behalf, the government organization will ensure that it protects citizen identifiable information consistent with this Policy.
- 15.2.1.2.3. The government organization will not read or disclose to third parties private E-mail communications that are transmitted using the government organization's services except as required to operate the service or as otherwise authorized by law.

15.2.2. CITIZEN PRIVACY**15.2.2.1. Citizen Choice**

- 15.2.2.1.1. The government organization will respect citizen choices in respect of privacy of citizen information.

Explanatory Notes

A citizen may choose not to receive direct marketing communications from the government organization in connection with the organization's online services. Upon such choice, the government organization:

- *Will not contact that citizen directly with marketing messages about the government organization's online services.*
- *Will not use citizen identifiable information obtained from that citizen's registration for the use of an online*

service to contact that citizen with marketing messages about any government organization products or services.

15.2.2.2. Protection of Citizen Identifiable Information

15.2.2.2.1. Citizen-identifiable information which a visitor volunteers at one of the government organization websites to order government organization services other than online services will be protected just as if the information had been provided under more traditional ways of ordering that service.

15.2.2.2.2. The government organization will implement technology and security features and strict policy guidelines to safeguard the privacy of the citizen identifiable information from unauthorized access or improper use, and will continue to enhance security procedures as new technology becomes available.

15.2.2.3. Usage of Citizen Identifiable Information

15.2.2.3.1. The government organization may use citizen identifiable information to investigate and help prevent potentially unlawful activity or activity that threatens the network or otherwise violates the citizen agreement for that service.

15.2.2.4. Correction of Citizen Information

15.2.2.4.1. The government organization honours requests from citizens to review all citizen identifiable information maintained in reasonably retrievable form, and will correct any such information which may be inaccurate. Citizens may verify that appropriate corrections have been made.

15.2.2.5. Additional Privacy Protection for Children

15.2.2.5.1. The government organization will not target children or teenagers (younger than eighteen years of age) for collection of information online.

Explanatory Notes

The government organization will not solicit or collect citizen identifiable information targeted at children and

teenagers and will not allow any other third party to do so on a government organization website. In addition, the editorial content of the government organization websites designed for children will not knowingly promote or link to any third party website that collects citizen identifiable information unless that website publishes a privacy policy that is easily accessible.

- 15.2.2.5.2. On all of its online services and organization websites, the government organization will encourage children to seek the consent of their parents before providing any information about themselves or their households to anyone on the Internet.
- 15.2.2.5.3. The government organization will encourage parents to take an active role to protect the privacy and security of their children and to prevent the inappropriate use of information about their children.

Explanatory Notes

The government organization supports the development of technologies that help parents to control the collection and use of personal information from children who use online services.