

# Protection of Privacy at Toronto Public Library

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Toronto Public Library Board



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## Technology & Ideas

# Care About Internet Privacy Prove It

The issue isn't about Facebook or Twitter. It's about web users' personal information.

By Michael May 9, 2018

### Twitter advising all 330 million users to change passwords after bug exposed them in plain text

There's apparently no evidence of any breach or misuse, but you should change your password anyway. [by Charlie Galletta](#) | [galletta@bloomberg.net](#) | May 3, 2018, 4:21 pm EDT

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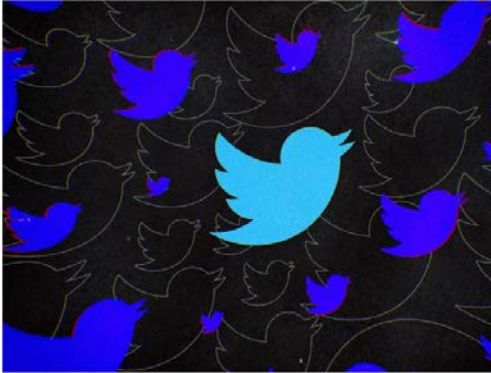



Illustration by Alex Castro / The Verge

Twitter is urging all of its more than 330 million users to immediately change their passwords after a bug exposed them in plain text. While Twitter's investigation showed that there was no evidence that any breach or misuse of the unmasked passwords occurred, the company is recommending that users change their Twitter passwords out of an "abundance of caution," both on the site itself and anywhere else they may have used that password, which includes third-party apps like Twitterrific and TweetDeck.

## Child advocates want U.S. Federal Trade Commission to investigate YouTube

Google is accused of violating children's online privacy by allowing ads to target them

The Associated Press - Posted: Apr 09, 2018 11:05 AM ET | Last Updated: April 9



Child advocates and consumer groups want the Federal Trade Commission to investigate Google for allegedly violating children's online privacy and allowing ads to specifically target them. (Dado Ruvic/Reuters)

### Ask fake news inquiry: the countries demanding

from Argentina to Ireland feel the firm has failed to get a grip on the issue, and they are in

respondents

Tue 27 Nov 2018 12:58 GMT

# Why is Privacy Important?

- Privacy is a core element of our Vision, Mission, and Values
- Complex, dynamic online environment
- Integral to offering new and innovative services and improving digital literacy

## Vision, Mission & Values

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### Vision

Toronto Public Library will be recognized as the world's leading library by informing and inspiring Toronto and its communities, making us all more resilient, more knowledgeable, more connected and more successful.

### Mission

Toronto Public Library provides free and equitable access to services which meet the changing needs of Torontonians. The Library preserves and promotes universal access to a broad range of human knowledge, experience, information and ideas in a welcoming and supportive environment.

### Values

1. **Equity:** Accessibility, respect and fairness
2. **Diversity:** Valuing individual needs, experiences and differences
3. **Intellectual Freedom:** Guaranteeing and facilitating the free exchange of information and ideas in a democratic society, protecting intellectual freedom and respecting individuals' rights to privacy and choice
4. **Innovation:** Encouraging creativity, experimentation and the generation of ideas
5. **Inclusion:** Welcoming participation in decision making and service development by residents and communities
6. **Integrity:** Open, transparent and honest in all our dealings
7. **Accountability:** Taking responsibility for our actions and the services we provide
8. **Service Orientation:** Providing excellent, responsive services

1. Access to Information and Protection of Privacy Policy
2. Open Data Policy
3. Online and Social Media Policy

# 1. Access to Information and Protection of Privacy Policy

- Ensures Compliance with the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)
  - Use of information: collection notices, consent based approach
- Privacy Management Tools:
  - i. Privacy Impact Assessment (PIA)
  - ii. Data Breach Protocol

## Privacy Safeguards: PIA

- Privacy Impact Assessment (PIA)
  - Questionnaire for proponents and vendors partnering with TPL
  - Provides overview of privacy risks associated with projects at TPL
  - Documentation of privacy practices and measures for protection of privacy

# Privacy Safeguards: Breach Protocol

- Breach Protocol
  - What does the Library do in case there is a breach of personal information of our customers?
    - Breach response
    - Containment
    - Investigation
    - Documentation
    - Mitigation

## 2. Open Data Policy

- Library data as an important information resource
- Public data for the public good
- Portal for disaggregated, anonymized usage data

### Toronto Public Library Open Data

#### Introduction

The concept of Open Data is part of a growing global movement to make public information more accessible. Providing information to the public through Open Data programs are intended to lead to more accessible, accountable and transparent government.

Toronto Public Library has released datasets on this page under [the Library's Open Data policy](#). Under this policy, Library data is made available license free and free of charge.

Members of the public may request the release of additional data sets. Staff will assess requests based on the criteria in the policy of a) public demand, b) value to the library sector including academia and c) resources required to extract and format data. A request can be made using our [Contact Us page](#).



## 3. Online and Social Media Policy

- Enables effective and efficient communication
- Public engagement and outreach as well as customer service excellence
- Protection of customer privacy





**Promotion & outreach**



**Information & service delivery**



**Customer service**



**Media and public relations**



**Accessibility**



- As part of a broad multi-channel engagement and service strategy, TPL engages with users through a variety of social media platforms

- Social media *may* be used to access some third party service providers
- Personal Information exposure is limited in these cases

## Social Media Use @ TPL



Sign in with your library card

Need a card? [Learn more >](#)

CARD NUMBER

PIN

☐ REMEMBER MY CARD NUMBER ON THIS DEVICE.

Cancel

SIGN IN

For assistance with your library card, please [contact your library](#).

OR



Sign in with OverDrive



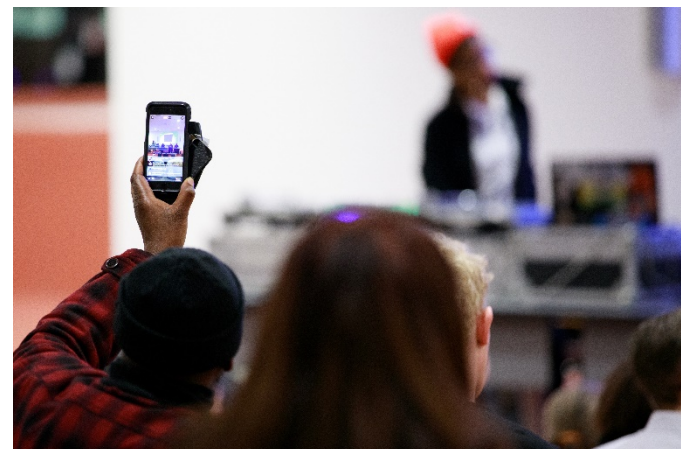
Sign in with Facebook

**Why should I choose one of these options?**

These options allow you to sign into the OverDrive app and new OverDrive websites using the same email address or Facebook account.

# Role in Digital Inclusion and Literacy – Social Media Education

- Offering a wide range of public education tools and programming on the use of social media



- TPL follows legislation and industry best practices for the protection of privacy in relation to customer engagement and service delivery
- Privacy policies and procedures are updated regularly to reflect changes in this fast moving field
- TPL policies allow for responsible use of social media to engage with customers, increasing access, education, and digital literacy