

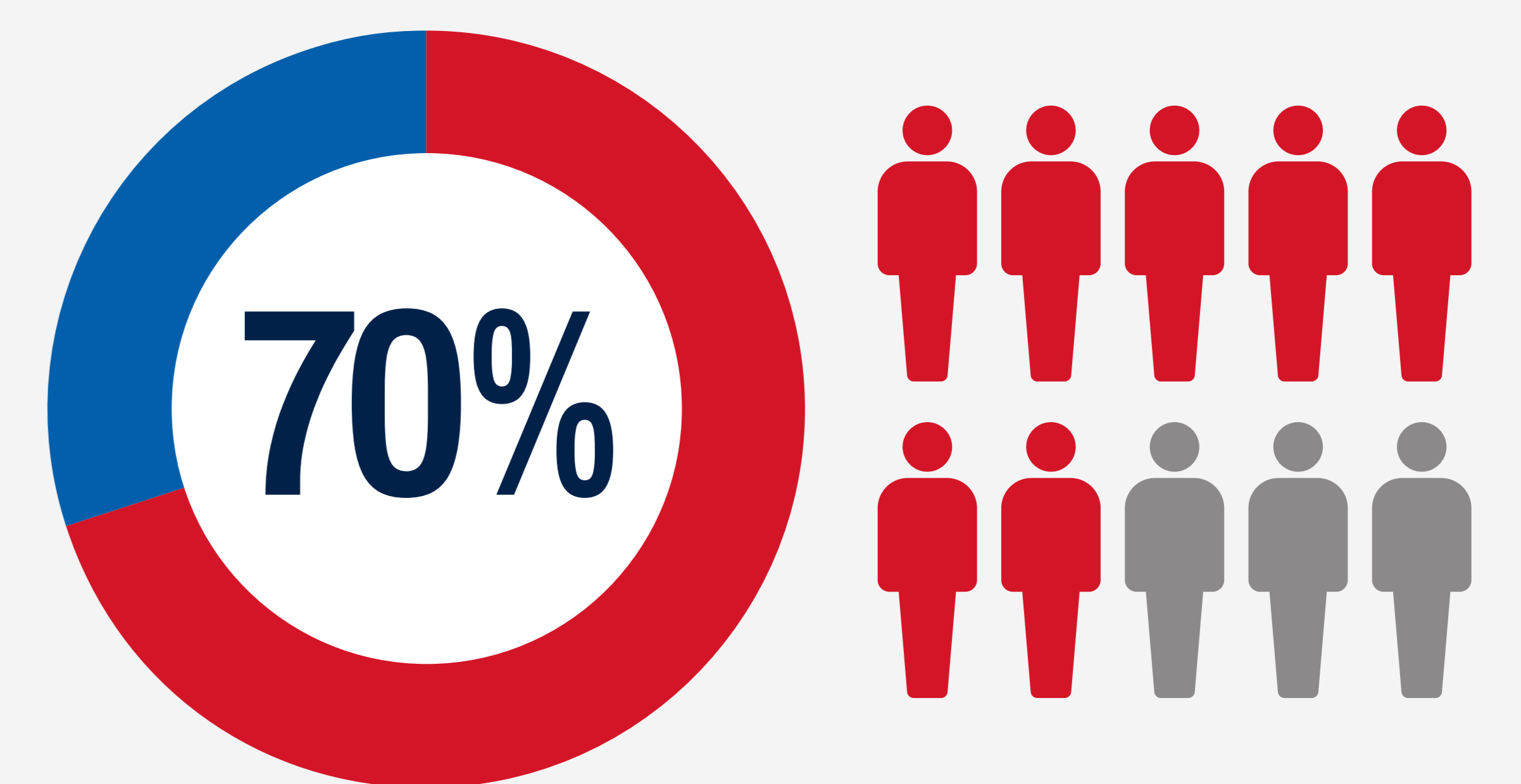


IT'S TIME FOR REAL PRIVACY FOR CANADIANS

Federal political parties are not held to the same privacy rules as many other organizations.



MOST CANADIANS ARE SURPRISED BY THE PRIVACY GAP



were not aware that federal political parties are not subject to the same privacy rules as many other organizations in Canada.

OUR NATIONAL POLLING SHOWS CANADIANS WANT CHANGE.

SAME PRIVACY RIGHTS as other organizations

INDEPENDENT OVERSIGHT to protect our information

RIGHT TO ACCESS AND CORRECT our personal information

REAL CONSEQUENCES when information is misused



SIGN THE PETITION
VISIT VOTERPRIVACY.CA

TELL PARLIAMENT:
Bring federal political parties under real privacy oversight.

MOST CANADIANS ARE UNAWARE OF HOW FEDERAL POLITICAL PARTIES USE THEIR INFORMATION

56% were not aware that federal political parties use third-party information sources to supplement voter databases.



44% were not aware that federal political parties use personal information to target communications during elections and throughout the year.

WHY THIS MATTERS

Without strong privacy rules and oversight, political parties can:

- 1 Collect and profile you in detail
- 2 Share your information with a wide range of third parties
- 3 Target you with politically-charged messages
- 4 Do all of this with little transparency and no real consequence if done inappropriately

That's not what Canadians expect. That's not how it should work.

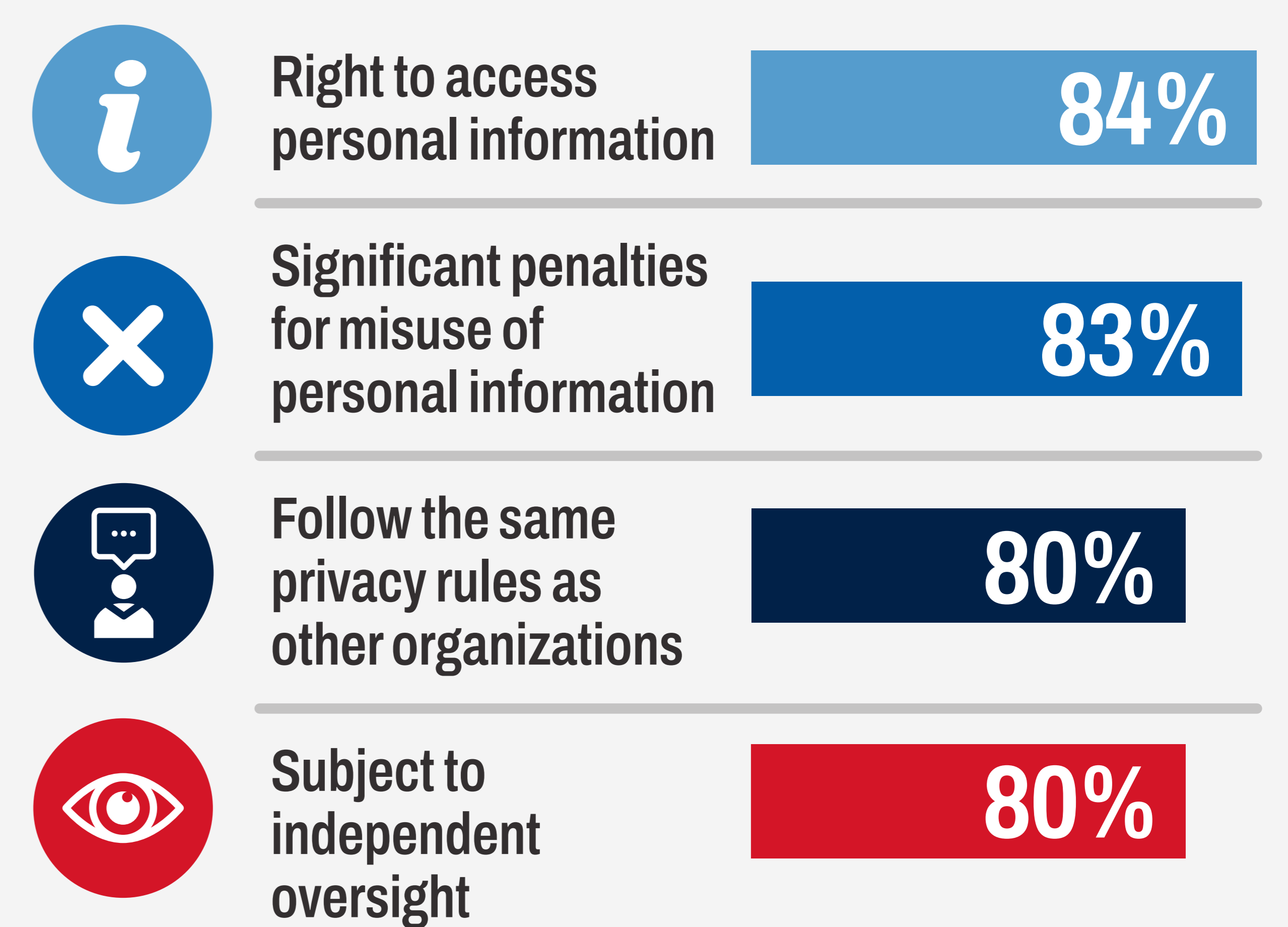
AWARENESS GAP: MOST CANADIANS DON'T KNOW

70% were not aware that federal political parties are not subject to the same privacy rules as many other organizations.

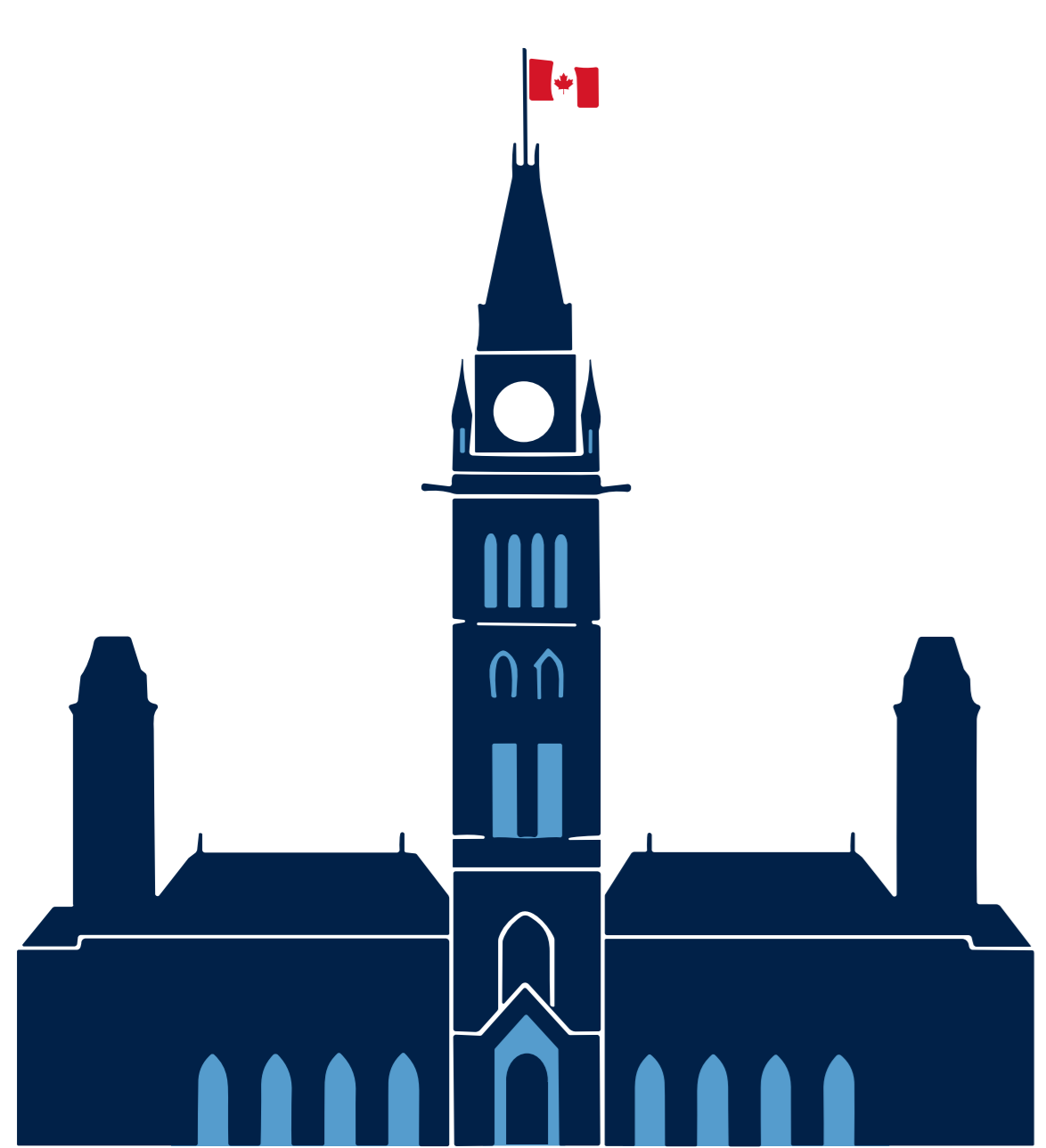


72% were not aware that individuals do not have to the same rights to access and correct information held by federal political parties.

CANADIANS WANT STRONGER PRIVACY PROTECTIONS FOR FEDERAL POLITICAL PARTIES



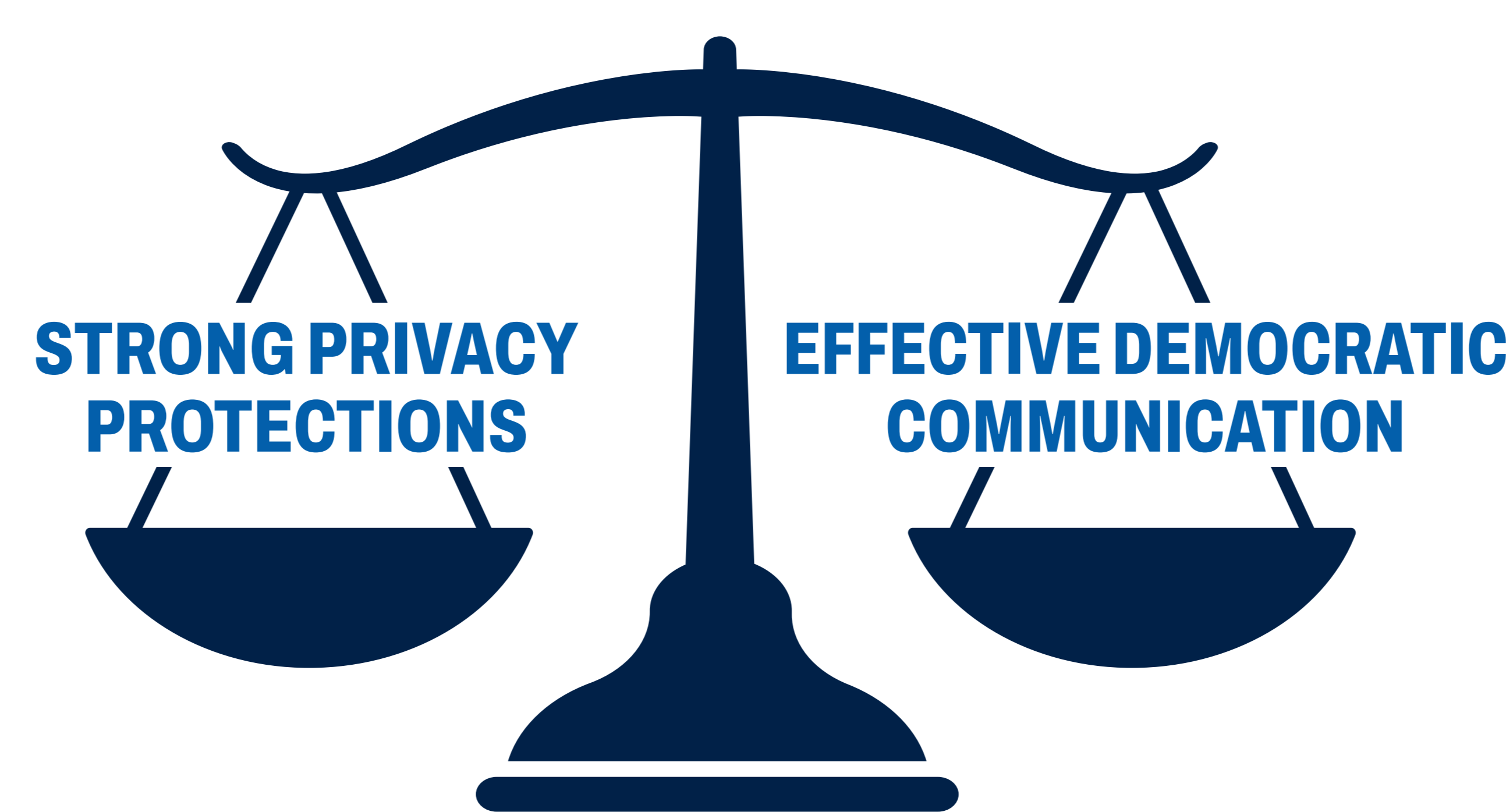
CANADIANS DON'T TRUST POLITICAL PARTIES WITH THEIR PERSONAL INFORMATION



60% have little or no trust in federal political parties to protect personal information.

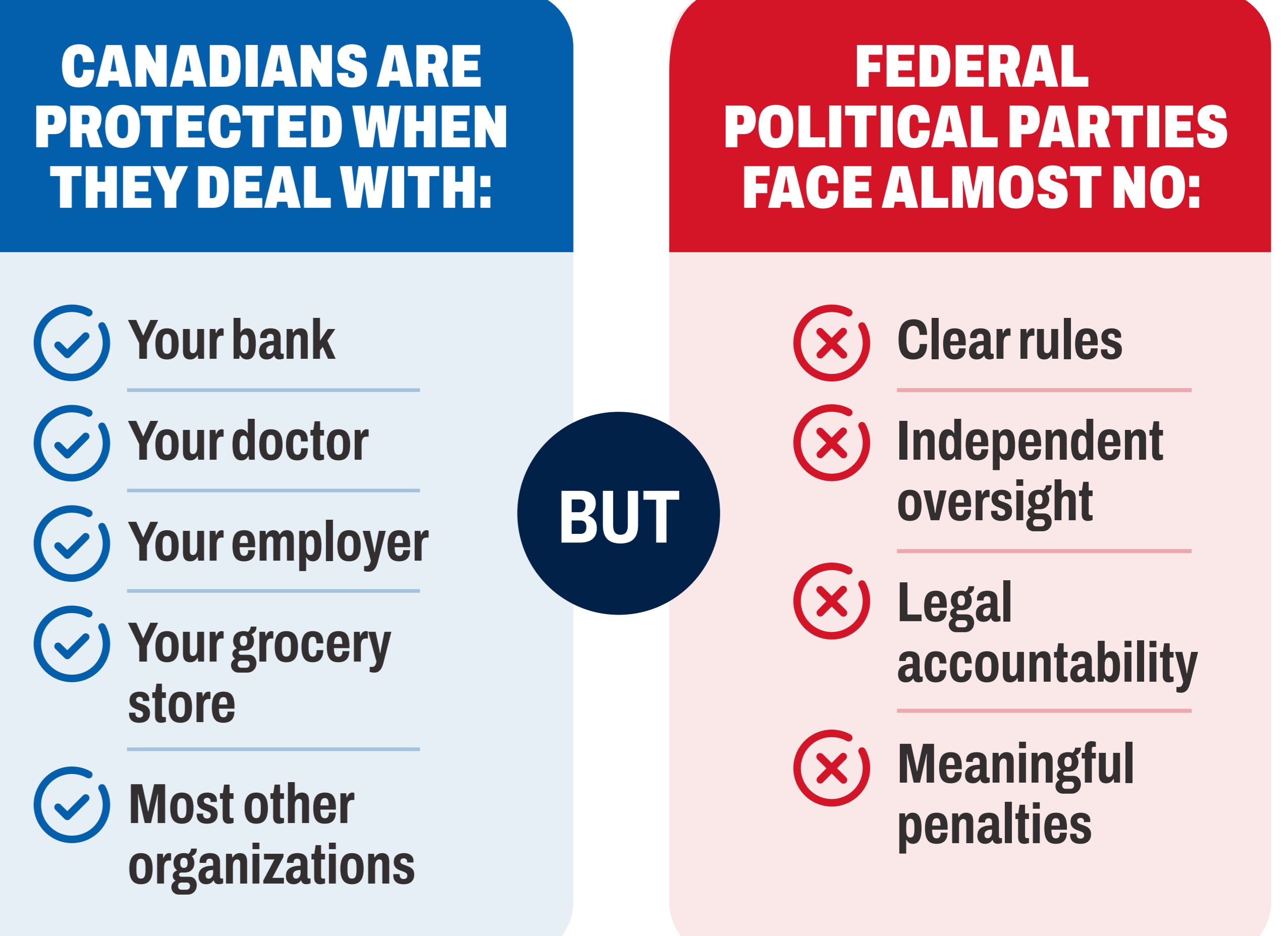
ONLY 33% trust federal political parties.

CANADIANS WANT A BETTER BALANCE. PROTECT PRIVACY. PROTECT DEMOCRACY.



Good privacy rules don't get in the way of democracy. They strengthen trust in it.

IT'S TIME TO CLOSE THE PRIVACY GAP



CONCERN IS HIGH ON EVERY MAJOR PRIVACY GAP

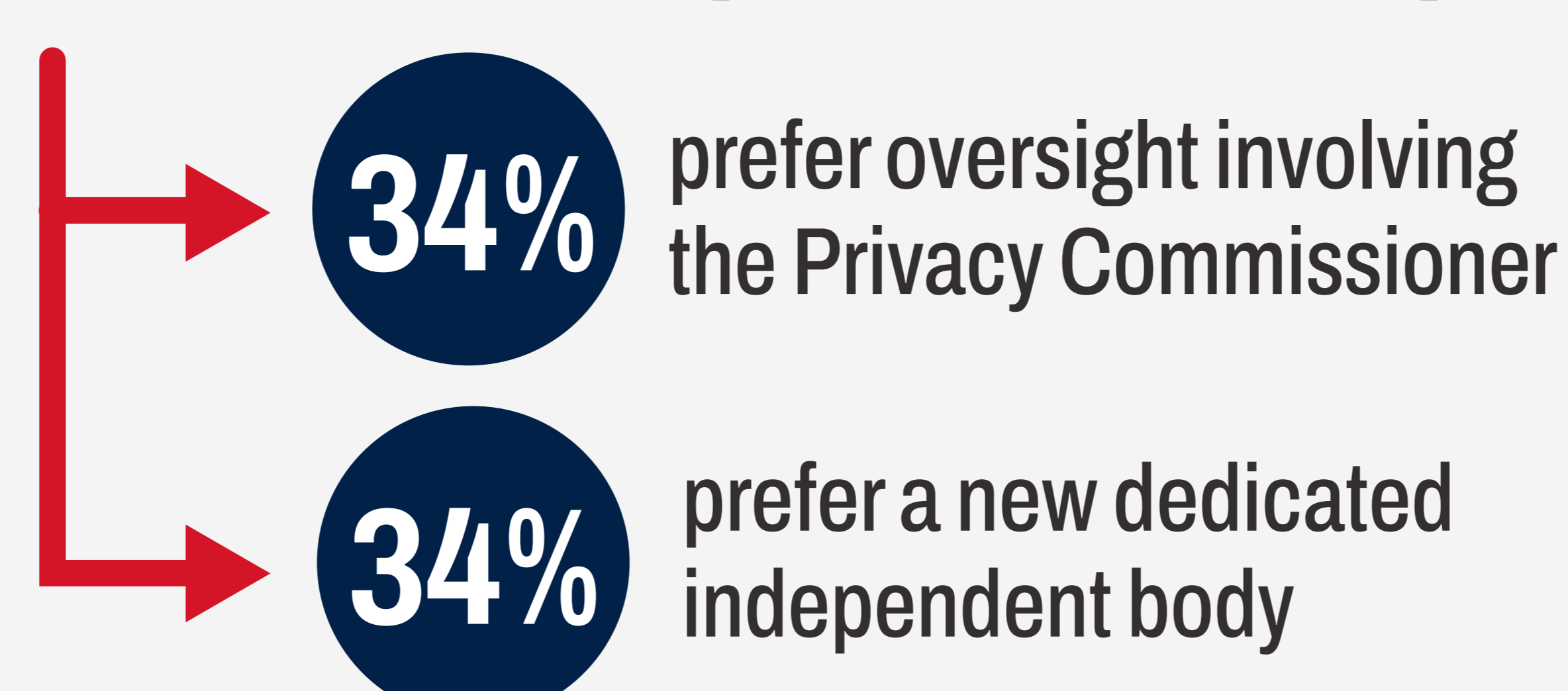
76% are concerned there is no independent oversight

76% are concerned individuals may not be able to withdraw consent

75% are concerned parties can largely set their own privacy rules

CANADIANS REJECT POLITICAL SELF-REGULATION

68% prefer legislated privacy rules with strong independent oversight



ONLY 10% support models centered on party self-regulation

IPSOS CONDUCTED THIS NATIONAL POLL:
Scan the qr code to read their independent factum



You can read their independent factum at: www.ipsos.com/en-ca/protections-wanted-how-federal-political-parties-use-personal-information

SOURCE: IPSOS NATIONAL SURVEY OF 2,000 CANADIANS.



LEARN MORE ABOUT THIS AT VOTERPRIVACY.CA

