Online Marketing Tips

Kristine Robidoux
President, ComplianceWorks
Calgary, AB

Starting Point

- "What so many businesses don't get, is that you shouldn't be having an adversarial relationship with privacy. Privacy is good for business. If you're in the information business today, you've got to lead with privacy."
  - Ann Cavoukian, Information and Privacy Commissioner for Ontario

Agenda

- Tips for E-Tailers
- The Personalization Debate
- Reducing the Risks

Basic Tips

- Collection Limitation
  - What information do you need?
- Purpose Specification
- Use Limitation
  - Privacy rules and basic consumer fairness
  - Remember your customer: who knows what a "cookie" is?

Basic Tips

- Passwords
  - Protected?
  - Challenge questions
  - OPCC PIPEDA Case Summary #315

Basic Tips

- Consent
  - Meaningful opportunity
  - Timing-Out
  - Multiple screens or otherwise layered, onerous or confusing
  - Can seek consent, but cannot force it

Personalization

- Explicit vs. implicit data collection
- Task- or session-focused personalization vs. profile-based
- User involvement
- Content-based personalization

Privacy Risks of Personalization

- Spam/unsolicited marketing
- The computer's predictions are uncannily accurate/grossly inaccurate
- Price discrimination
- Unauthorized access
- Profile sought under subpoena

Reducing the Risks

- Pseudonymous profiles
- Client-side profiles
- Task-based personalization
- Greater user control

Reducing the Risks

- Policies and Practices
  - Clear
  - Avoid language that appears to provide loopholes
  - Keep amendments to a minimum
  - Accountability and accessibility of the privacy officer

ComplianceWorks

Kristine Robidoux
President
ComplianceWorks
Calgary AB

E: krobidoux@complianceworks.ca
T: (403) 860-3063