
Private Sector Privacy in a Changing World

Session 4B – Privacy Laws and the
Impact on Marketing

September 21, 2007

State of the Nation

Cases involving retail for period from
January 1, 2004 to date:

British Columbia	33 (11%)
Alberta	100 (13%)

Source – Office of the Privacy Commissioners of British Columbia and Alberta respectively

Chairperson

Laird Miller

Chief Financial Officer and
Chief Privacy Officer
London Drugs Limited

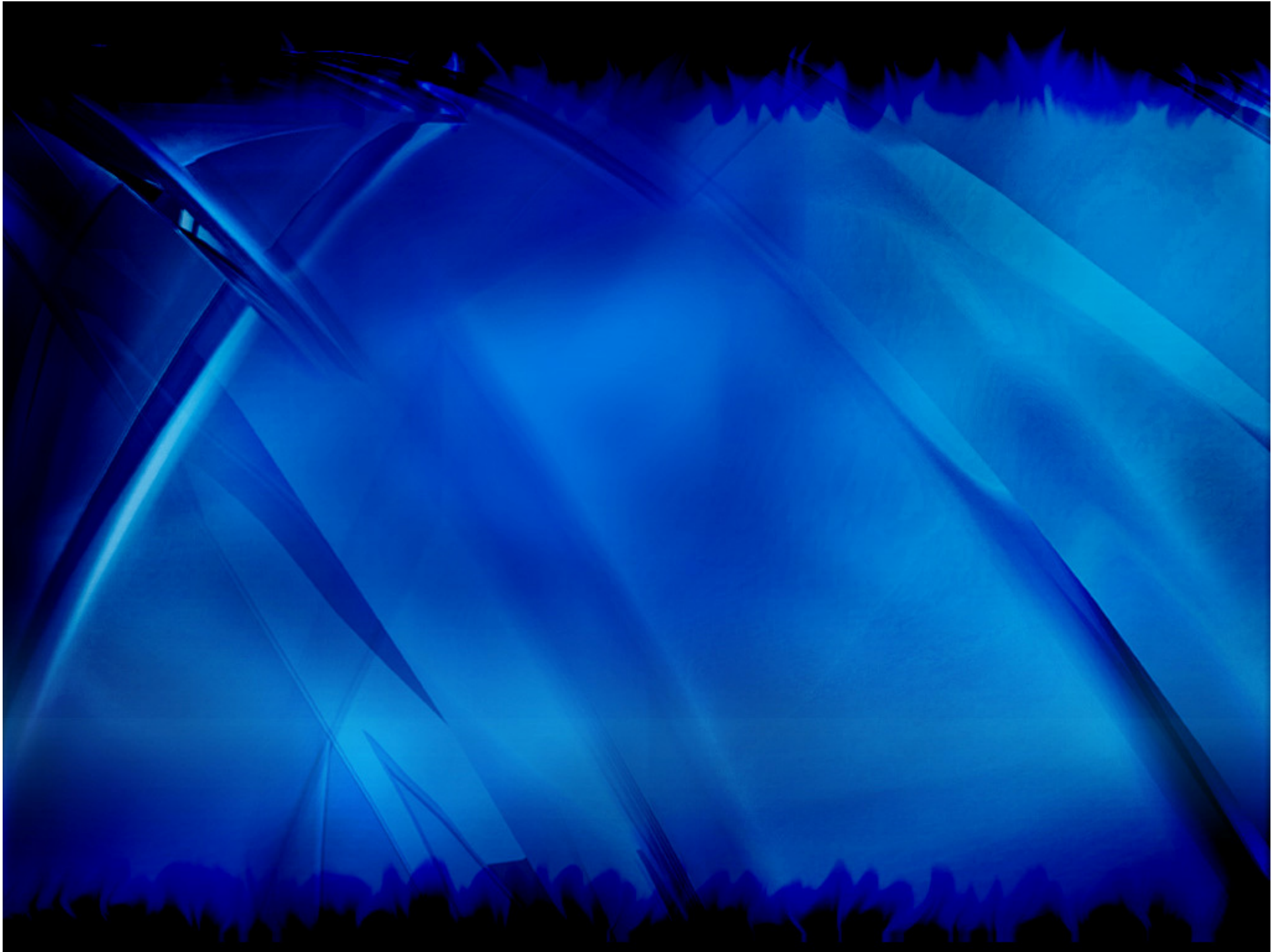
Speakers

Wally Hill

VP, Public Affairs and Communications
Canadian Marketing Association

Derek Nighbor

VP, National Affairs
Retail Council of Canada



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