

OBTAINING MEANINGFUL CONSENT



Organizations must generally obtain meaningful consent for the collection, use and disclosure of personal information.

TIPS FOR ENSURING CONSENT IS MEANINGFUL



MAKE PRIVACY INFORMATION
**READILY
AVAILABLE**



BRING PARTICULAR ATTENTION TO
**FOUR KEY
ELEMENTS**

1

What personal information is being collected?

2

With whom will it be shared?

3

For what purposes is it being collected, used or disclosed?

4

What, if any, are the risks of harm and other consequences?



Provide a clear choice for any collection, use or disclosure of personal information not necessary for the product or service to function



Ensure consent processes are user-friendly and understandable



Obtain consent when making significant changes to privacy practices, including uses of personal information for new purposes or disclosures to new third parties



Only collect, use or disclose personal information for purposes a reasonable person would consider appropriate



Allow individuals to withdraw consent

Read our complete guidance:
priv.gc.ca/consent

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