

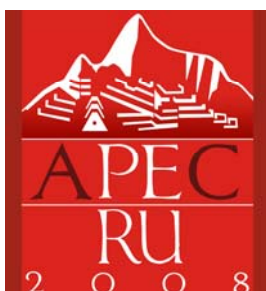


**Asia-Pacific
Economic Cooperation**

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APEC Principles and Fostering Economic Growth

Submitted by: Canada



**Technical Assistance Seminar on International
Implementation of the APEC Privacy
Framework
Lima, Peru
19-20 February 2008**



Data Privacy & E-commerce: Fostering Economic Growth

Session V:
APEC Principles and Fostering
Economic Growth

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Canada

Objective

- Demonstrate how APEC Principles foster business opportunity by fostering a trusted environment for outsourcing information-intensive business processes (BPO) in growing economies.

ie: privacy protection and economic growth can go together





History

- **Policy framework:**
 - APEC Privacy Principles adopted in 2004
 - Informal coordination APEC-OECD
 - Multistakeholder process: governments, industry, civil society
 - Different perspectives integrated: legal, policy, economic, trade
- **Implementation**
 1. Domestic: legislation; regulations; private sector codes of conduct; etc.
 2. International: cooperation (information sharing, investigation, enforcement); cross-border privacy rules



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APEC Principles

1. Preventing harm (misuse)
2. Notice (re. Collection of information)
3. Collection limitation (collect only relevant info)
4. Uses of personal info (purpose of collection)
5. Choice (by individuals)
6. Integrity of personal information
7. Security safeguards (protect from misuse, loss...)
8. Access and correction
9. Accountability



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APEC Principles

Where we stand:

- Current focus on implementation – international dimension
 - Goal: facilitate responsible and accountable cross-border data transfers and effective privacy protection
 - Tools:
 - Pathfinder Statement
 - Work Program on CBPR
 - 9 projects
 - Cross-border cooperation:
 - Government-government
 - Regulator-regulator
 - Trustmark-trustmark
 - Need to comply with domestic regimes (legislation, regulations)
 - Need to avoid creating unnecessary administrative and bureaucratic burdens for businesses and consumers
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APEC Priorities

- The APEC context:
 - Trade and Investment
 - WTO; RTA/FTA
 - Trade Facilitation
 - Transparency
 - Digital economy

Data Privacy is about trade facilitation,
transparency, digital economy



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Benefits

- **Benefits for industry**
 - Recognition: domestic; cross-border
 - they are taking privacy seriously
 - Treat a foreign customer like a domestic customer
 - Harmonized approach
 - Transparent marketplace rules
 - Less red tape
 - Facilitates selection of cross-border business partners
 - **Benefits for consumers:**
 - Trust and confidence
 - Greater choice
 - **Benefits for an economy:**
 - Facilitates trade
 - Facilitates investment
 - Protect consumers
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The case of BPO

- Outsourcing & Offshoring of Business Processes is stimulated by globalisation
 - Cross-border trade in services is raising dramatically;
 - Notably in information-intensive services: banking, insurance, health, IT
 - Global supply chains (trade in goods) rely on electronic transfer of information: some is private, some is sensitive
 - It makes business sense : cost reduction
 - ...But it needs to make sense for consumers and governments
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The case of BPO (cont'd)

- **A government perspective:**
 - In a globalized world, governments need to ensure that their citizens will continue to receive the same level of protection as they do domestically
 - Privacy protection
 - Consumer protection
 - Need to trust the business environment of the third country where offshoring is taking place
 - Build trust and confidence
 - information sharing
 - Cooperation at all levels
 - Investigation and enforcement



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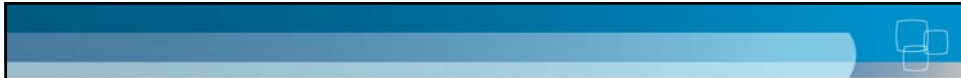


Next Steps

- Implement a privacy policy in accordance with APEC Framework (and/or higher standard)
- Willingness to participate in Pathfinder projects




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Thank you

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