

February 12, 2014

## Protect Personal Information of Your Customers

Taxi, limousines and other transportation companies must protect personal information of their customers. This is the law under the *Personal Information and Privacy Act* (PIPA).

PIPA says:

- An business must not
  - (a) collect personal information about an individual,
  - (b) use personal information about an individual, or
  - (c) disclose personal information about an individual unless the individual gives the organization consent.

PIPA applies to information:

- applicants put in an application package, and
- submitters put in their submissions

Even if you have consent, you must be able to show that the collection, use or disclosure of personal information is for a purpose that a reasonable person would find appropriate in the circumstances.

### ***Before you send information to the Board...***

Check data and account information. Make sure it does not contain information such as:

- Names and addresses of individual clients
- Medical information about clients or prospective clients
- Credit card or other financial information about individual clients
- Employee information

### ***User support statements***

Applicants and submitters often submit support statements from customers or potential customers. The people who give you this information must know why you are collecting it. You must also tell them that their letter, e-mail or other communication may be treated as a public document by the Passenger Transportation Board as part of its review of an application.

*Personal information* means information that can identify an individual (for example, a person's name, home address, home phone number or ID number). It also means information about an identifiable individual (for example, physical description, educational qualifications or blood type). *Personal information* includes *employee personal information* but does not include *business contact information* or *work product information*.

PIPA does not apply to general information used to operate the business of an organization.

*OIPC, PIPA Guide, April 2012*

*More information about PIPA, include the above Guide, is available on the website of the Information and Privacy Commissioner*

<http://www.oipc.bc.ca/for-private-organizations.aspx>