



# Deciphering data to our advantage in a new CCC Report

By: Sandra Dueck, Policy Analyst, Peterborough Chamber of Commerce

The Canadian Chamber of Commerce (CCC) is releasing a new series of reports called "Data for Good: The \$32-billion Boost". This is the first of a three-part series exploring Canada's data opportunity and the critical intersections between prosperity, technology and privacy.

The goal is to examine how personal data is used to help innovate and create products and services that improve people's lives and specifically how Canada can help lead the global digital community and conversation.

The report looks to answer a critical question: "Will Canada act or be acted upon by the Fourth Industrial Revolution? The fourth industrial revolution is an absolute juggernaut of technological evolution, which is moving exponentially faster than the first three. With AI anticipated to boost our GDP by \$32 billion by 2021, Canada needs the right framework to be an actor in the coming data economy that allows for trust and incentivizes innovation."

The report explores a variety of areas around data including what it looks like, how it's used, how it's valued, and how it's important to share it.

One section, "From Datum to Data" differentiates between the bits of information on their own and how they tell a story when structured. The report identifies what good data quality looks like, including that it is:

- complete;
- relevant and unique;
- accurate and current; and
- that the analytics model uses consistent patterns and terminology.

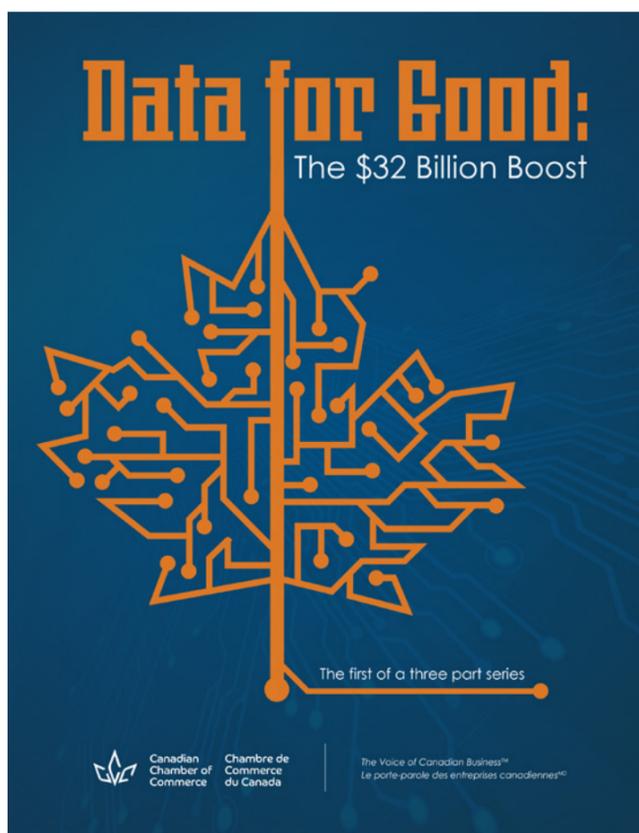
**Did you know that by 2021 it's estimated that 53.7% of the world's population will be using the internet?**

In keeping with the title of the report the following excerpt drives home the connections we already have to data:

"Data provides the intelligence that product developers rely on to improve efficiency and efficacy. Communications, connectivity, infrastructure, safety and well-being are all enhanced by data.

The world is more connected than ever. Not just internet users but also machines. Networks of cameras, sensors, vehicles and mobile applications are all feeding decision-making. Newspaper editors are making decisions about content and placement of stories that are informed by online reading habits, bringing the most relevant and interesting facts to your attention.

The GPS on your phone can now provide you with alternate routes that avoid traffic jams because the system recognizes a pattern of congestion of mobile phones.



Railway crossings are safer because machines are able to alert trains of unusual behaviour at intersections. Speech recognition has decreased wait times at call centres and enabled us to communicate our needs without a keyboard interface. Capturing driver behaviour has enabled vehicle parts manufacturers to design parts that are safer and more resilient."

The report also explores where there are opportunities for Canada

such as cybersecurity, artificial intelligence and research.

In their second series, they will be taking a look at some of the major data breaches of the past few years and examine the emerging trends in technology that have put the collection, storage and use of personal information at risk.

Chamber Blog: [peterboroughchamber.ca/blog](http://peterboroughchamber.ca/blog)

## New data breach reporting rules in place

On November 1, 2018, the federal government introduced new rules around how a business must report a data breach. There are five significant changes of which to be aware, including fines.

Amy Simpson of MicroAge Peterborough agrees that awareness is key. "Now more than ever we need to secure our businesses' IT / Data to minimize the risk of a breach. You are responsible for protecting your client's data, and now there is the possibility of large fines if you don't report it."

As stated on the Privacy Commissioner of Canada website: "The amendments impose a new set of obligations onto organizations to inform individuals if their personal information has been lost, stolen or inappropriately accessed, and they are placed at risk of harm. Specifically, the Digital Privacy Act states that:

- data breaches that pose a real risk of significant harm will need to be reported to the Privacy Commissioner, and affected individuals will need to be notified;
- an organization may also be required to notify other organizations if they are in a position to protect affected individuals from harm (e.g. credit card companies, financial institutions or credit reporting agencies, if their assistance is necessary for contacting individuals or assisting with mitigating harm);
- records of all data breaches experienced by an organization will need to be maintained and provided to the Privacy Commissioner upon request;
- deliberately failing to report a data breach, or deliberately failing to notify an individual as required will be separate

offences subject to fines of up to \$100,000. In the case of notification to individuals, it will be a separate offence for every individual left without notification of the breach; and

- deliberately failing to keep or destroying data breach records will also be an offence, subject to a fine of up to \$100,000."



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Get your tickets: [peterboroughchamber.ca/business-summit-2018](http://peterboroughchamber.ca/business-summit-2018)



### Member Milestones

- **Junior Achievement of Peterborough Lakeland Muskoka** has opened nominations for the 2019 Business Hall of Fame. Nominations are due by 3 PM on November 30th.
- **Elmhirst's Resort** was a finalist in two categories at the ONTourism Summit: Best Tourism Marketing Campaign Under \$50k and The Tourism

Digital Marketing Award for their campaign Real Life Looks Different Here.

- **Peterborough Business Hub** will be hosting their Grand Opening on November 15th from 5 PM to 7 PM.
- After 33 years of service, Leigh Prentice is retiring from **Bell**. Congratulations Leigh, and good luck on your next adventure!
- Longtime **Community Counselling and Resource Centre** Executive Director, Casey Ready will be retiring in April 2019.
- **Laridae Communications Inc.** is hosting a Labour & Employment HR Law Seminar on November 27th.

### Featured Member Discount Program: Merchant Services

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**First Data**

Call 705.772.2132  
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Chamber members, send your Member Milestones to [reception@peterboroughchamber.ca](mailto:reception@peterboroughchamber.ca) or call 705-748-9771 x 0.



[www.peterboroughchamber.ca](http://www.peterboroughchamber.ca)

## Event Calendar

**CHAMBER AM**  
TUESDAY  
November 13<sup>th</sup>, 2018

### The Reality of an Augmented Reality Business

The Carousel  
116 Lansdowne Street East

Coffee's on at 7:00am  
Speakers from 7:30-8:30am

**Cost:** Pay for your breakfast

**Speaker:** Sanu Somaweera, Kavtek

**Details:** The Chamber Breakfast meetings are a great way to fuel up for your busy workday. Network with fellow Chamber members, have a delicious fresh breakfast and enjoy a short presentation from our guest speaker.

**Note:** Pre-registration encouraged

**LUNCHBOX LEARNING**  
WEDNESDAY  
November 21<sup>st</sup>, 2018  
(Chamber & WBN Members only)

### E-Commerce 101 **Bell**

Chamber Boardroom  
175 George Street North

12:00pm - 1:00pm

**Speaker:** Brendan Quigley, Acorn30

**Details:** This free, noon hour series is open to Chamber members and WBN members interested in professional development and connecting with fellow members. Located in the Chamber boardroom, you are invited to bring your lunch along with you, and have the opportunity to listen to a short presentation, followed by Q&A.

**Cost:** Free (Bring your lunch)

**Note:** Pre-registration required

**Business Summit**  
WEDNESDAY  
November 28<sup>th</sup>, 2018

### Future Proof Your Business

840 Armour Road

**Cost:** \$25 for Chamber Members  
\$35 for Non-Chamber Members

**Details:** Join us for a morning of information and workshops on workforce, cyber resiliency, digitization and marketing.

Opening remarks from Mayor-elect Diane Therrien and a keynote conversation on Planning for the Future.

**Register:** [peterboroughchamber.ca](http://peterboroughchamber.ca)

**Sponsor:** **bdc**

Chambers of Commerce Group Insurance Plan<sup>SM</sup>

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