

**EKOS Test Group II – May 3, 2004 7:30 – 9:30 p.m.  
Toronto**

**Moderator:** ... I work for a company called EKOS Research Associates and we have been hired today, we've actually been hired by Queen's University and we're trying to help them work on an international study looking at how Canadians may differ on some of the issues from other people around the world, and mostly we'll get into that once we get going. For those of you who have never done a focus group before, this room is special. There are microphones in the ceiling. I'm audiotaping this as I go along, I can't very good notes as I do this, so I have to go back, listen to my tapes and I just did this for two hours, I'm doing this for two hours more, I'm doing this tomorrow night, and at the end of this it's like, who said what, where. There is also a one-way mirror. There is someone behind there watching us. He is a member of the research team. It's very different actually hearing things firsthand than seeing at the end of this we're going to write a report that says people said this, people said that. It's very different actually seeing things firsthand and how people react. That being said, we do write a report. Everything is kept confidential. We'll say men versus women, young versus old, Toronto versus Montreal, and those kinds of differences, but no full names will be associated with anything that we write in the report. As well tonight, very easy going. There are no right answers, there are no wrong answers, it's always just the first thing that comes to mind, tell me what's the first thing that comes to mind regardless of if it pops in right away. It's also okay to disagree around the table, if James has one view and [?] has another, I need to hear the differences. And it's also okay to change your mind as you go along, if you've heard one thing and you sort of think, well you know I'm going to change my mind. That is perfectly acceptable as well.

I basically have three roles as a moderator. I'm going to raise issues for discussion, guide the discussion, I may answer questions and sort of put it back to you and say, well, you know, what does it mean to you, to articulate. I make sure everybody has a chance to speak. There's eleven of us in the room, sort of a traffic cop role, and I always say my third and my most important role is I keep track of time. I've asked you here from 7:30 to 9:30 and I assure you we'll be done no later than 9:30.

Can we go – any questions so far? Can we go around the room and introduce yourself by your first name and tell me something about what you do. Your occupation, you're a student, or where you're at, your stage in life.

**Leo:** My name's Leo and I work at U of T as a web designer and I'm also a student there.

**Moderator:** Studying what?

**Leo:** Political science.

**James:** My name's James. I'm a manager of human resources for the [?] Association. It's a place where we do, we diagnose individuals, adults who are autistic. We also have eight group homes as well.

**Moderator:** Okay.

**Nata:** My name's Nata and I'm a product trainer for a software company, call centre applications and loyalty reward programs, and I also have a certificate in human resources management as well that I obtained from Ryerson.

**MP:** I'm [?]. I'm assistant manager with [?] shoes.

**Moderator:** Assistant manager for -- ?

**MP:** [?] Shoes.

**Heather:** Hi I'm Heather and I work for a non-profit agency as a housing support worker.

**Olga:** Hi my name's Olga. I'm an administrator for an IT company.

**Rodney:** Hi my name's Rodney. I've worked for an investment firm for the last 15 years downtown. I work in the main market department.

**Moderator:** Okay.

**MP:** Hi, my name's [?] and I'm a chemical engineer and I work for an engineering company in Etobicoke.

**Marnie:** I'm Marnie. I'm the head secretary in an elementary school with about 620 kids.

**Moderator:** Okay.

**Vanessa:** Hi, my name is Vanessa. I'm a staffing manager in the recruiting industry for financial industry.

**Moderator:** Okay. Good. Okay, you all have pen and paper. I want you to write down, when you hear the word privacy, everybody write down privacy, and can everybody write down "Toronto 7:30" at the top. Okay, so privacy, write down the word privacy. What's the first things that comes to mind when you hear me say privacy? Just put it in, write it down. First thing that comes to mind. We'll all start the same, no right answers here. Something that pops into your mind when I say privacy. [Pause] Everybody has something? Everybody write down the word security. What's the first thing that comes to mind when you hear the word security?

**MP:** Peace of mind?

**Moderator:** Just write it down. [Pause] Okay, we'll do privacy first. Leo, what did you write?

**Leo:** Intrusion.

**Moderator:** James.

**James:** Personal business.

**Moderator:** Personal business. Nata.

**Nata:** Quiet.

**Moderator:** [?name]

**Store Manager:** Issues.

**Moderator:** Issues. Heather.

**Heather:** Confidentiality.

**Moderator:** Confidentiality. Olga.

**Olga:** Personal.

**Moderator:** Personal. Rodney.

**Rodney:** Personal.

**Marnie:** Mine's very different, I value it.

**Moderator:** You value it. That's okay.

**Vanessa:** Confidential.

**Moderator:** Confidential. Security? Go in reverse.

**Vanessa:** Safety.

**Marnie:** Necessary safety.

**Moderator:** Necessary safety.

**Valentine:** Safety.

**Rodney:** Same.

**Olga:** Nothing yet.

**Heather:** Enforcement.

**Store Manager:** Peace of mind.

**Moderator:** Peace of mind.

**Nata:** Safe.

**Moderator:** Safe.

**James:** Alarm company.

**Moderator:** Alarm company.

**Leo:** Safe.

**Moderator:** A mixture of different things. Well, I've heard the word around the table, privacy is often talked about as being a value. When you hear me say value, what is a value?

**MP:** Something that has worth.

**Moderator:** Something that has worth.

**FP:** A belief.

**Moderator:** A belief.

**FP:** A truth.

**Moderator:** Give me an example of a value. You often hear about Canadian values. What's a –

**FP:** Family values.

**Olga:** Integrity.

**MP:** Personal space.

**Moderator:** Personal space.

**FP:** Honesty.

**Moderator:** Honesty.

**FP:** Spiritual.

**Moderator:** Spiritual

**MP:** Cultural.

**Moderator:** Cultural. In the context of Canada, what's a value, a Canadian value.

**MP:** Politeness.

[Laughter]

**MP:** Independence.

**Moderator:** Independence.

**FP:** Freedom.

**Moderator:** Freedom.

**FP:** Human rights.

**Moderator:** Human rights.

**MP:** Rights.

**Moderator:** Rights, equality, they're often cited as values. What do you think about when you hear something about human rights, freedom, equality, what do you think about when privacy is talked about as a value? Does that make sense, or what on earth are they saying?

**MP:** It's a right.

**Moderator:** Privacy is a right?

**MP:** Yes.

**Store Manager:** When you value it, you don't want to lose it.

**Moderator:** Okay, you don't want to lose it. But privacy as a value. Does that make sense? No? Yes?

**MP:** You can value privacy.

**Moderator:** But privacy in the sense of freedom, equality, human rights, privacy. Nata.

**Nata:** Yes, it's just that when you talk about the freedom and privacy, the two words somehow get meshed in my mind. You have the freedom to have the privacy, but at what level? Where do you draw the line? To be able to communicate and provide as much information as possible to others, where does it stop?

**Moderator:** Okay, anybody else?

**MP:** I'm not sure if it's a value, I think maybe it's something you take for granted until you're actually faced with some issue with it, but I've never thought of it as a value before.

**MP:** Anybody else?

**FP:** It's subjective. What's private to you may not be private to me.

**Moderator:** Okay, subjective, what's private to you may not be .... Anybody else?

**Store Manager:** I think your experiences will tell you whether it's a value or not. Depends on your background.

**Moderator:** What do you mean?

**Store Manager:** Like, for instance, I'm originally from another country, right? I'm from Asia [?] and come to Canada a couple of years ago. And here the way things are done are different. And privacy is a major issue, so and it wasn't a big issue in [?], and we don't really think about it, but here you value it. Once you have it, you value it.

**Moderator:** Okay, anybody else? Well, one of the things that my company does is we do focus groups, but we also do surveys. We call Canadians randomly across the country and ask them questions. We often ask them questions about privacy and whether or not they feel they have less privacy in their daily life than they did five years ago. We usually allow them to agree, disagree, neither. I'll go around the table, and I'll ask you, do you feel you have less personal privacy in your daily life than you did five years ago?

**FP:** Absolutely.

**Other Responses:** Yes. Yes.

**MP:** I think there's not much privacy now.

**Moderator:** Less than five years ago?

**MP:** It's less, yes.

**Other Responses:** Less. Less. Definitely less. Less. Less. Less.

**Moderator:** You all said less. Why do you feel that way?

**FP:** Technology. They track it all.

**MP:** Marketing.

**Moderator:** Marketing, tracking.

**MP:** They can get hold of your Social Security Number, they can get ahold of your bank card, your email.

**Moderator:** Who's they?

**MP:** Everybody you do business with.

**Moderator:** Anybody?

**Store Manager:** You don't really have to do business with them anymore.

**Olga:** And their business partners as well, because they pass on information as well.

**Moderator:** Okay.

**FP:** September 11 had a big impact on less privacy, I believe. As a traveler and as a security measure.

**Moderator:** Okay.

**MP:** Education is everywhere, you see it all on television.

**Moderator:** And what does that mean?

**MP:** It means that people, they know more, than how it used to be. Before there was no ...

**Moderator:** Okay. Heather.

**Heather:** I don't know how many calls I get at home from telemarketers now. It's very different. Because five years ago you'd get maybe one call a month. But now everyone has your phone number.

**Moderator:** Okay. So telemarketing is one area. In what other areas do you have less privacy?

**FP:** The other day I was really surprised. I applied to the bank to open a bank account there, and by the time I finished talking to them just to get the basic information, they had my credit rating, like within seconds. I couldn't believe it. I had hardly finished giving them all the information, and they already had that figured out.

**MP:** One minute of talking to me, he had all my details up on the screen. It's scary.

**Nata:** I had a roommate that experienced a fraudulent event whereby they got her whole information of her bank statement, place of work, credit card, and basically had enough information to withdraw over \$2,000 from her account, and they had pictures, and a signature, so they tried to investigate. So there is a lot of fraudulent things happening.

**MP:** I think of the advent of the Internet and how cheap it is now to buy a computer and to go online, and practically every second person knows what your background is and what you're doing, and there's no need for them to phone anybody, to make any phone calls, just a matter of punching in a few names.

**Moderator:** So, marketing, knowing more about individuals. Leo?

**Leo:** I think just the streets as well. Like, walking home for me, which might be a half an hour walk, I probably walk by several hundred cameras.

**Moderator:** Okay, surveillance cameras. How else? What other areas?

**MP:** If you shop anywhere, they have all your information like, your credit card and other information.

**Moderator:** How concerned are you actually about your privacy today?

**MP:** It's not one of my main priorities.

**MP:** I don't really think about it much.

**Nata:** Well, after what happened to my roommate, I am a little concerned, but no.

**MP:** I'm not really too concerned.

**FP:** It's not one of my main concerns, no.

**Moderator:** Olga?

**Olga:** I am concerned.

**MP:** It doesn't really matter, because no matter what you do or changes you want to implement, they already have everything on you, so.

**Moderator:** So you don't care, they already have everything.

[Laughter]

**MP:** Unless I become the head of the government and sort of make the changes myself.

Engineer: Yeah, I think pretty much is you get through every day and you just sort of accept it the way it is. You really can't do anything about it.

**FP:** Same thing, uncomfortable with it.

**FP:** I think you just have to be more aware of what you can do to protect it.

**Moderator:** Okay. What are the kinds of things you can do to protect your privacy?

**FP:** Well, I think nowadays you have to give more to get more, so if you go online to sign up for a free subscription and they want to know your postal code and your information and what else, then you have the right to not do it, or go out and buy the magazine in a store.

**Moderator:** Okay, so withhold information. How else?

**FP:** Cover your PIN number.

**Moderator:** Cover your PIN number.

**FP:** I take precautions. Street smarts, kind of goes along with what Vanessa said.

**Moderator:** Okay, what else?

**MP:** I have a friend who avoids the computer altogether, he thinks the computer's the devil. It just zaps your information, so ...

[Laughter]

**Moderator:** What else.

**Olga:** Your personal mail, when you're throwing this away, you know, just rip it and just not give this information out to outsiders.

**Moderator:** Okay. Let me see a show of hands. Who has a shredder in their home?

**FP:** I just got one, because I'm purging.

**Moderator:** You're purging?

**FP:** Yeah, so I bought a shredder.

**Moderator:** How have you changed, and I asked you a question earlier about do you have less privacy than you did five years ago, how have your views changed in the last five years?

**FP:** About what, about privacy? I think you're more aware that you don't have as much.

**Moderator:** You're more aware that you don't have as much?

**FP:** Yes, you're more aware that it's much easier for people to find out pretty much whatever they want.

**MP:** I think privacy and security, and unfortunately since 9/11 I've only taken a couple of trips abroad, and coming home, it's a process sometimes at the airport, you know, just trying to get into my own country, and the questions sometimes they ask you, things like that.

**Moderator:** Okay, so things are different since 9/11? How else have your views changed?

**MP:** You think twice before you do anything, but you used to just do it, but now you think twice, to make sure you are doing the right thing, just more precautions.

**Engineer:** Yes, pretty much, if you want to do something you think twice, you know, buying something on the Internet, I have to really think whether the information that they ask, if I am willing to give out that information or just forget that and buy something else that's available at a retail store or something.

**Moderator:** Has anything you've seen in the media prompted any differences in how you view these things?

**MP:** Like when you watch television now and the media, you see things, they show, every now and then they show the bad things that are happening around the world, they focus more on that, so that's one thing.

**Olga:** You hear about [?] here on the radio, and you have started to be more cautious and you are just following the advice when they are talking about personal information.

**Moderator:** Okay. Nata?

**Nata:** I feel that the media does portray it in a very traumatic and horrible way. I don't feel that they've every provided any prevention information to sort of assist the society. It's all very geared towards, look how bad the world is, just be careful, and that's it.

**Moderator:** Okay. Let me see a show of hands. Who has ever experienced a serious invasion of privacy? One, two, three, four, five in the room. Vanessa, what was it?

**Vanessa:** I had my car broken into about four years ago and they took my purse, and I had one of the old health cards and they put a flag on all of my identification.

**Moderator:** Who's this?

**Vanessa:** The police. And about a year and half later I got a phone call and I had to go down to the police station and they asked me if I had had a child in the past four months because somebody with my health card posing as me went to a hospital in Windsor and had a baby.

[General response]

**Moderator:** Did you have one Marnie?

**Marnie:** Yeah, this happened when I was in high school it was very bizarre. We lived in a bungalow. Not only did I have a peeping Tom in my bedroom, but it was a midget peeping Tom, so he had to stand on a bike to look in my bedroom, which was very bizarre. And we've had our house broken into twice as well.



**Moderator:** Okay. Olga?

**Olga:** It wasn't very bad, but it was something that disturbed us. So we were dining with my husband and I had one of the ladies that served us took a copy of the credit card and we'd been charged twice from the same restaurant, and I guess ....

**Moderator:** And Nata said yes?

**Nata:** Yes, my apartment got broken into and basically they stole my running shoes, that's about it, no and some other stuff, electronic stuff. And one time I was actually traveling and I was in Bangkok and we were alerted to move away from an area because there was a gentleman that was going a little weird and had a weapon in his possession, so that was a bit scary.

**Moderator:** Okay. James, you said yes?

**James:** Yes. We were getting a loan from the bank for our mortgage and they had to do a credit check and my name appeared with my, there was some number attached to my name to my address, some of my information. Apparently a James Brown had taken out over a million dollars from a bank, and it wasn't me but they thought it was me, so I had to get all this credit check done and each affidavit from a lawyer cost about \$250 and there were about 14 affidavits to get.

**Moderator:** Okay, well those are some pretty good examples of privacy invasions.

[Laughter]

Can you think of any others that may not have happened to you but, what other types of invasions are there? And first let's pick on things that could happen in your day-to-day lives.

**MP:** I just think being in a building where there's security cameras all over the place is pretty intrusive.

**FP:** Viruses while working on your Internet and all of a sudden you just lose everything. Your whole database is gone, like with these hackers that are sending out viruses, that's a part of it, and may obtain my address somehow.

**MP:** When things go to the wrong addresses like when you think it's the correct address and it goes on to other people's address ... [some inaudible].

**MP:** Another one is like phone, you know, every time you want to go and rent say a movie and when they try to bring up your name it's not you, and it's about two or three other people who have lived on the same address or with the same number, so you're sort of taken aback as to who this person is.

**Moderator:** Okay. Any other examples?

**Nata:** As far as your PIN number being taken. Now they just look over your shoulder and take your PIN number, and they have this machine where they just slide a new card in, re-program it and they just take money out of your bank. And I've heard that there's individuals that go through your garbage, that's how some, I think that's how my roommate's information was retrieved, by possibly going through garbage, and that's what I've heard just talking from people.

**Moderator:** Okay. Those are sort of day to day life. What about potential invasions by government? Anything come to mind?

**FP:** I think if you're on a mailing list sometimes they solicit you for contributions to their party. If you're on a major mailing list.

**MP:** Well, the big one is when you file your income tax.

[Laughter]

**Moderator:** So how is that an invasion?

**MP:** Oh, just you know, your, to me things like salary, cost of your car, and price of your home is personal, and if they wanted they could just post it on any computer. You know, they have access to any information that you have to legally hand over, but from there I guess they can work their magic and find out other stuff.

**FP:** As well, Statistics Canada. I used to work for them, and it's illegal not to fill the form out, they can actually charge you.

**Moderator:** What about invasions by companies?

**MP:** Like privatization?

**Moderator:** I just mean, like governments, but what kind of invasion can you envision?

**MP:** This new supermarket, Loblaws opened up by us, it was a super centre and they were welcoming us as you go in, and they asked for your postal code, they wanted to see where people were coming from. So I gave them, you know, one street over. They asked really nice and I didn't want to be rude, but.

**FP:** I use a former employer's postal code. Sorry ...

**Moderator:** Okay, what else?

**FP:** The telephone solicitors, all of a sudden, I don't know how everyone else is, but I've got phoners from Best Buy movers calling us once a week, or once a month, or once every two weeks, and it's driving me nuts.

**Olga:** You can leave the message that you do not want to be disturbed any more.

**FP:** It takes like 24 hours, though.

**Olga:** Yes, that's true.

**FP:** I guess I realize that, I just ...

**Moderator:** Okay, other examples of private companies.

**FP:** I think sometimes if you have a magazine subscription they sell your name to other people. Because I know certain magazines they put my name in a certain way, and then son of a gun, another company...

**Moderator:** Why do you put your name in a certain way?

**FP:** Because I want to know.

**MP:** Like a company charging, if you don't pay any bills, anything they charge more.

**Moderator:** Okay. What about in the workplace. Leo?

**Leo:** I think, I'm on the computer all day so I know that that's being watched somewhere else, I know you just have to be careful what you do on it.

**Olga:** For those who do not learn the cameras are around, they're all over the big places, they're all over, so we should use that. Every single step of ours is watched.

**Moderator:** What other invasions could happen in the workplace?

**Store Manager:** Phone calls are being monitored, emails.

**Moderator:** Phone calls are being monitored, emails.

**FP:** Your employee file.

**MP:** They have spies all over.

[Some laughter]

**Moderator:** Can you think of any other ways your privacy can be compromised.

**MP:** Well, I guess they have, it's called government snitches now, but they set up government snitch hotlines and I know that I read somewhere in the paper a few years ago that if you knew someone who was on welfare but was working and still collecting the welfare, if you called this hotline, so. The agencies will get people to do that for them for a small reward or whatever.

**Moderator:** So I've heard identity theft, I've heard credit information, surveillance cameras, marketers, any other risks? It's a pretty good list. Take a step back. Are some groups in society more susceptible to invasions of privacy than others?

**FP:** Our media's told us if you've not traveled to a certain country and if you're not aware of that country it's in the media, the media portrays that there is that chance for the lack of privacy for this society, so we're reliant on the media to provide us with the information. Whether it's a fact or not, I don't know.

**Moderator:** Sorry, but are some groups in society more susceptible to invasions or privacy than others? Leo.

**Leo:** I think those that missed the tech boat a couple of years ago, who are just getting Internet now, who are just really getting into that phone messages and things like that are really susceptible.

**Moderator:** Why?

**Leo:** Just the way that some companies send emails to you or try to contact you through technology, to someone who doesn't know, it could be very scary.

**Moderator:** So the new people, they, generally speaking, are less savvy than ..

**Leo:** Well, than those who have been around it for so long.

**Moderator:** Who have been around. Okay.

**MP:** Some cultural populations are being affected after 9/11 too. Middle Eastern Canadians, and people that were deemed, you know, not safe by anti-terrorist groups or whatever. They have their whole lives just turned right around.

**Moderator:** There's one, ethnic groups, okay. Who else? Any?

**FP:** Anyone with a criminal background.

**Moderator:** Anyone with a criminal background. Any other groups?

**FP:** Depending where you work.

**Moderator:** Meaning what?

**FP:** Well, if you work in a place with high security, you know, then you're going to be scrutinized a lot more than, say, if you work at a grocery store.

**MP:** People in certain industries, like entertainment or sports, you're reading about their lives every day – good, bad, true or false.

**Moderator:** Famous people.

**MP:** If you're not as economically safe as other people, you're susceptible to, you have to give information on subsidy, on rental, on housing, things like that. Applying for loans, you have to give it all.

**Moderator:** Okay, so, more of a lower income segment. The last group I had, their first words were rich people. Here I have poorer people. Can I make a sort of connection? Rich people or poor people? Which group is more susceptible to privacy invasions?

**Olga:** The rich people.

**Other Responses:** I'd say poor. I'd say poor. Poor. Poor. I'd say the rich. Poor. Poor. I'd say poor too.

**MP:** I'd say I'd like to to after the rich, but ...

[Laughter]

**Moderator:** Why do those who say rich, say rich? Why do you think that?

**Olga:** Because the criminals are always after rich, mostly. They're not going after poor. The poor will disclose information to the, whenever, the media, to get something from the government, you know, they must disclose that they are really poor, and you know, prove it. But other than this the target is the rich person who is, you know, a subject for privacy.

**FP:** But who could get a loan easier, a rich person or a poor person?

**MP:** Absolutely.

**MP:** Open up a bank account even.

**Moderator:** Rodney, why did you say rich?

**Rodney:** The poor don't have anything to disclose, they don't have much to give away, while the rich, they want to keep most of it to themselves, so like in the case of having to file taxes, they don't have to disclose as much as what the others do. Keeping it in two offshore accounts and trying to, you know, hide it as much as they can. While the poor, I imagine, don't have anything to show or to tell them.

**Moderator:** Okay. Why, and I'll start with no right answers or wrong answers, why – did anyone else say rich? Let's do the flip side.

**FP:** Can you ask the question again, I do apologize.

**Moderator:** Who is more susceptible to invasions of privacy, the rich –

**MP:** If you're rich you can afford to be private, or can afford lawyers who can afford to be private, companies who can afford Internet protection, you can afford a guard at your front door. If you're poor you have nothing.

[General discussion]

**MP:** Okay, well maybe you're a better target if you're rich, but you can be an easier target if you're poor.

**Moderator:** One at a time, one at a time.

**MP:** I was just saying that you might be a better target if you're rich, but you'll be an easier target if you're poor.

**Moderator:** Okay. Now a number of you actually experienced a serious invasion of privacy. Looking forward, in the next five years, how likely is it that you personally will actually experience a serious invasion of your privacy? Likely?

**FP:** Absolutely.

**Moderator:** Yes, no?

**MP:** Statistically, we will at some point.

**Moderator:** Marnie?

**Marnie:** If you've already had it, no.

[Laughter]

**MP:** At some point I'm sure I'm going to get something.

**MP:** Same.

**Olga:** I hope not.

**Moderator:** You hope not, but what do you think?

**Olga:** I might.

**Moderator:** Heather?

**Heather:** Probably.

**MP:** You never know, anything can happen.

**Moderator:** Anything can happen. Nata?

**Nata:** Yes, anything can happen. I'm ready for it.

[Laughter]

**Moderator:** James?

**James:** I'm sure it will happen.

**Moderator:** Leo?

**Leo:** Yes.

**Moderator:** Those who said yes, what can you see happening?

**MP:** For me, I keep going back to the credit card thing, I think someone's going to get ahold of my number somehow.

**Moderator:** Okay. So along the financial, get your information and do something wrong with it.

**Marnie:** Yes, I agree with the credit card, and I find that I'm actually utilizing e-Bay more and more. I didn't want to, I was nervous about it because of the credit card situation, but the way society is, you know, instant gratification, we're too busy, and all kinds of incentive, and I find myself purchasing more and more online.

**Moderator:** So your concerns...

**Marnie:** Still there, yes.

**Moderator:** So what other, other than financial, can you see happening?

**Marnie:** Oh, are you talking about security, like September 11?

**Moderator:** The question was, how likely is it that you will experience a serious invasion of your privacy in the next five years? And what could it be?

**MP:** Well, if you use the Internet, not financial ways, but if you use the Yahoo, Yahoo has a statement on there, they gather information and use it and sort of group you, I guess. So, I guess over the next five years you're going to use Internet more and more, at least I am, so I'm assuming that I have some kind of, you know, they are going to know more information about me at some point.

**FP:** Traveling, with the airport. I think that's probably where the next five years will, might have an experience.

**Moderator:** Meaning what?

**FP:** Meaning, if I don't look right, or if I'm not saying the right things, the immigration person might say, you know, you can't go in, or you can't travel. There's going to be a bit of a, you know, an invasion of my willing, like of my own belief and value to travel, and I could be rejected for entry just based on the way I look, or the way I present myself, possibly. For example, I travel a lot, so if my passport has a stamp that indicated that I entered Israel, or something, and I ended up in Egypt, I would not be able to enter that country. So there's going to be a different types of invasion of privacy whereby everything is known about where I've gone and yet I need to be going somewhere based on that information I could be rejected.

**Moderator:** Okay. What else.

**FP:** I think as the years go on, the onus is on you to be aware and know how to protect yourself. You can't say, I didn't know, I didn't realize, it's up to you to keep knowledge of your records and where your information is, and how you're protecting your information. And if you're traveling, you know, how to answer those questions, how to be ready for them, how to, you know, what to do. And if you sit there and stammer, then you bring it on.

**Moderator:** Okay. What else could you see happening? Down the road.

**MP:** I think there could be other agencies who kind of want the same information, so sort of passing it along. Like if you want to get the Internet access, if you apply to Rogers, I know that at least ten years ago they needed your SIN number.

**Moderator:** Okay, anything else?

**FP:** Well, I live out in Scarborough, and they always say, I don't know, I get a police warning once a week saying I'll possibly be robbed, and what to do in that case, right? So.

**Moderator:** What else in the future do you think will be less private?

**MP:** I was going to say how you use your money, the way you spend it is going to be a little, it's not going to be as easy to just take cash out and spend it, whereas it doesn't really, you don't really know where it ends up. There's going to be more Interac, and direct payment.

**Moderator:** Okay, so tracking how you spend it. Any other examples? So passports, knowing, money.

**MP:** I guess, I mean, your personal information just accumulates, every time you do a bank transaction, or if you're traveling and you need your passport, or if you use a credit card, or if you go to a license bureau, I mean, information on you is just being built up wherever or whatever. And in terms of privacy, I don't know if within five years, but within fifteen years, you just won't have any. I mean, your information will be out there for everybody, well, everybody that wants to get access to it.

**Moderator:** Okay, anything else?

**FP:** I think inside the house as well. I mean, there's webcams, there's cameras that are phones, I think that's going to escalate more and more as time goes on as well.

**Moderator:** Okay. If I asked you to pick one thing, I want you to write this down. What would you say is the biggest threat to your privacy in the future? We've talked about a number of things here, but if I asked you to write it down, one thing. What would you say is the biggest threat to your privacy in the future?  
[Pause]

**MP:** What is, or who is?

[Laughter]

**Moderator:** You can answer any way you want. What would you say is the biggest threat to your privacy in the future? I didn't say who or what. [Pause] Vanessa, what did you write?

**Vanessa:** Financial security.

**Moderator:** Financial security. Marnie?

**Marnie:** Access to my personal information.

**Moderator:** Access to your personal information. Abuy [?].

**Store Manager:** Information mismanagement.

**Moderator:** Information mismanagement. Rodney.

**Rodney:** Government.

**Moderator:** Government. Olga.

**Olga:** Invasion of financial information.

**Moderator:** Invasion of financial information. Heather.

**Heather:** Tracking personal information.

**Moderator:** Tracking personal information. Valentine?

**Valentine:** Safety of kids, I wrote.

**Moderator:** Safety of kids. Nata.

**Nata:** Travel documents.

**Moderator:** Travel documents. James.

**James:** Financial.

**Moderator:** Financial. Leo?

**Leo:** Technology.

**Moderator:** Technology. What – you use technology – how do you think technology is going to affect your privacy in the future?

**Leo:** Well, the more dependent we become on it, and the more advanced it becomes, the less of a privacy we'll have from it.

**Moderator:** Anybody else?

**James:** I think because of technology, I mean, our privacy is really in question. Computers give quick access, the invasion is there already, through things like Social Insurance Numbers, you can, you know, you can gain information on an individual.

**Moderator:** Okay. Let me see a show of hands. Who relies a lot on electronic or computer based technology? Most of you. Where is that? At work? And at home? Okay, what do you use? Internet? What else? [General responses] Email. Telephone. Cellphones, Blackberrys. PDAs. How confident, and Leo sort of said technology is the one of the biggest threats out there. How confident would you say you are that you have enough information to know how technology might affect your privacy?

**FP:** I don't think we really have any idea what information they can get from us. I think it's, I think they can do so much more than we can ever imagine.

**Moderator:** Okay.

**FP:** I think you think you're well aware, but I don't thin you are.

**Valentine:** I always think that technology is two steps ahead from you anyway. At any one point in time. If you think you know something, there's always something that is two steps ahead of you. There's no way around it.

**James:** If you think about something, they've thought of that.

**Valentine:** There's no way around it.

**James:** So if you think of something, it's already been done.



**Store Manager:** There's in the universities, the computer's they're using, they can get the answers, they just press one button and they have all the information. There's no way to keep them out.

**Olga:** Hackers you mean? They are following you around, whatever you are doing.

**Moderator:** Okay, the Internet. Let me see a show of hands. How many of you are confident you fully understand how the Internet can affect your privacy?

**FP:** Fully, no. Hearsay and experience.

**Moderator:** James, you have something?

**James:** No, we had a situation last year, during the – I work two blocks from Downsview Park, that's where the big SARS concert was, and so we had to organize all our staff and the groups homes in the area, and myself and another gentleman came into the office for the day so that if there were any problems we could be around. And the next day we both got pulled in and we were being asked if we went on a computer at all because they'd gone through the computer and all this nasty stuff came popping out. And I said no, neither one of us, because we were too busy running to the group homes to make sure everything was alright. But they were confident that we did it, because we were the only ones in the building. And as the IT guys went through it they realized, you know, things were being sent left right and centre, if you go online and you look up for my daughter, I look up Bonnie on the computer and every now and then this nasty picture pops up and you have to, so I mean, we were apologized to, but I was... so now I'm very confident.

**Moderator:** So you know what can be done. What about the flipside, in terms of how confident are you that you know what to do to protect your privacy on the Internet?

**FP:** Fire walls, and the magic word. Every time I get a call from Sympatico asking if I've had trouble with my Internet they ask if I have a router-slash-firewall. So there's products out there that can block.

**Moderator:** How many are confident that they know what they could do to protect their privacy on the Internet?

**Olga:** I'm not confident.

**Other Responses:** Completely, no. No. I'm not confident. No.

**Moderator:** Have you ever done anything?

**James:** Well, I'm very careful as to what information I put out there. I usually just use it for work purposes. I don't even have one at home.

**FP:** I'm selective in how I write, you know, educate myself and making sure that the less information the better but at least you still provide.

**MP:** I use mostly for sports.

**Moderator:** Marnie, earlier you had said you kind of migrate to e-Bay even though you said you didn't want to. Why? And why did you do that even though you didn't want to?

**Marnie:** It's getting soaked into something, talking to some friends and then all of a sudden you're sitting around getting educated by an individual that had tons of success and purchasing all of these items that were at a great cost and X amount of time, delivery, etc. and it's, you know, you don't have to trouble, and you don't have to leave your area and you can do so much.

**Moderator:** And so why did you do it in the first place?

**Marnie:** I was nervous about credit card information, I was nervous about who am I dealing with behind the scenes, obtaining my information to be used elsewhere. So, yeah, it was a privacy invasion and possible invasion, yeah.

**Moderator:** Anybody else? What kind of things have you done?

**MP:** I like using the Internet, I've put stuff on e-Bay before, and that was one of my first times, and I was not really sure whether the information would be out there. Sometimes you can get spyware blocks and you can get trial versions of the software and you can put on and see whether it works. And you can make small purchases just to try it out and see if it actually works or something. I mean, at least to me that builds more confidence for the next time. And then you can put on something major.

**FP:** But maybe that's part of the plan – to make you very confident and then, you know, you sort of go on and, yeah it's great, I'll do it again, I'll do it again, and then bam ....

**FP:** I've never put my credit card online.

**Moderator:** Okay. What about biometrics? Who's heard of biometrics? Show of hands. Nobody. Okay. What about they talk about a card that has your fingerprint in it, an eyescan, different ways to identify an individual. How many of you have heard about it.

**FP:** I've seen it in movies.

[Laughter]

**Marnie:** Isn't there a system they're trying to produce now for guns? When you buy a gun, that somehow it's going to be hooked up to your fingerprint so you're the only one that can fire it, so that if kids get ahold of it they can't use it.

**Moderator:** Okay, what else has anybody heard?

**Store Manager:** Retinal scan, airports.

**Moderator:** What else have you heard?

**FP:** Sex offender registry is one.

**James:** They're going to put a hotel on the moon.

[Laughter]

**Moderator:** So retinal scan, fingerprint, sort of ways to identify people in ID documents, Marnie gave an example of the gun. Airports. So, now you recognize the term biometrics. You kind of have a fuzzy impression of what it is. What do you think, though? Is it a step in the right direction, a step in the wrong direction? Good thing? Bad thing?

**James:** Well, I think you look at today, I mean, in terms of technology you have people who are computer hackers who can hack into your information so I'm sure when they come up with an eye scan or a print scan they'll have people that can come up with a way to do that. I mean, as technology advances, the hackers' system will advance as well.

**MP:** In all the movies that you see, those that have the fingerprint scan they have a way to get around it.

**FP:** I think to avoid misunderstandings and miscommunication it might be a good direction to go. It's a form of identification.

**Moderator:** Okay. Based on what little you know – right direction, wrong direction? Governments are sort of using this at airports and talking about using it in ID documents. Good thing or bad thing for governments?

**FP:** It's false security.

**Moderator:** So bad thing.

**FP:** If I have nothing to hide, I think it's a good thing.

**MP:** It's good.

**Olga:** It's not going to protect the computer and Internet, it's not going to solve this problem. It will solve other problems, but not the computer.

**Moderator:** Good thing or bad thing?

**Olga:** So-so.

**FP:** Good thing.

**Store Manager:** Both sides, there are good things and bad things.

**FP:** I think it's a good thing.

**Moderator:** James?

**James:** Sure it's a good thing.

**MP:** I think it's bad.

**Moderator:** What things exist today to protect your privacy?

**FP:** There's the blurb at the end of your emails from companies. They're saying that we enforce this value and policy of privacy, and little notations and testimonials that they will not use this information for any mailouts, etc. Some companies are putting that in bold, so you have to accept their integrity.

**Moderator:** That is some sort of privacy statement.

**FP:** Statement, yes, sorry.

**Olga:** Isn't it on e-Bay?

**James:** Things like your telephone. I mean, if you have call screen you can see who's calling you. That will help you to protect your privacy.

**Moderator:** Okay, call screening. What else?

**FP:** Your own common sense.

**Moderator:** Common sense. What else?

**MP:** Laws.

**Moderator:** Laws? What laws exist?

**MP:** I'd imagine certain privacy laws where you can't share information. Access to information, that sort of thing.

**James:** There's something that came out, we've been talking about it at work, it's called – the acronym is PIPEDA, but I don't know what it totally stands for. But it really employees. Like when an employee hands me their yearly medical, if they choose to seal it in an envelope, I can't read it, and it's there in case we get audited by the Ministry. We're required to have staff have yearly medicals. But I don't know the acronym.

**Moderator:** Okay, so there's privacy laws. How many, before I mention, were aware that there were federal privacy laws that place strict restrictions on how federal government departments use personal information, including restrictions on sharing of personal information? How many were aware ahead of time? Yes? Fuzzy? Okay. So, there are, as we said, there are laws that put in place restrictions. Revenue Canada, or CCRA is allowed to collect information, but they can only use it for certain things. They cannot do this. Other departments – you go in for your pension, say, give over the information. That department can do certain things and cannot do other things. You lose your job, you go for EI, same kind of things. To what extent do you think that these laws are effective? Do you think the federal government will follow its own laws in terms of how, what they do with the personal information on citizens?

**James:** In the beginning I think, once they realize it's a lot of work and it's going to take a lot of hours to accomplish and a lot of money, they'll back away.

**Moderator:** Leo? Will they follow their own laws?

**Leo:** I think so, yes, I have confidence in the government.

**Moderator:** Now, Nata?

**Nata:** I agree. I mean, their integrity's at stake and that's what Canada's about, so yes, they will enforce it.

**Moderator:** Valentine?

**Valentine:** They will.

**Moderator:** They'll follow their own laws? Heather?

**Heather:** Maybe.

**Moderator:** Maybe.

**Olga:** They better follow them.

**Moderator:** But do you have confidence they *will* follow?

**Olga:** I hope so. I hope so, but not that strong confidence.

**Moderator:** Okay, so not a strong confidence. Rodney?

**Rodney:** Well, they have followed their own laws, except in a few, there was a case a couple of years ago in which an employee with the government had taken some files home and nothing much more was said after that.

**Moderator:** But do you think they will follow their own laws?

**Rodney:** Yes.

**Store Manager:** I think the media plays a part in what the government will do.

**Moderator:** But do you think they'll follow their own laws?

**Store Manager:** Just to cover themselves, yes.

**Moderator:** Marnie?

**Marnie:** Yes.

**Moderator:** Vanessa?

**Vanessa:** No.

**Moderator:** For those of you who were quasi no or no – why?

**Vanessa:** Because it can be interpreted as they wish, and how would we ever find out?

**Moderator:** How would you ever find out?

**Vanessa:** Yes.

**Moderator:** Okay, they can be interpreted as they want. Why are you kind of no?

**Olga:** Because in certain cases when the time comes for them to check something, the government will go all the way to check no matter what, and no one will stop them to do otherwise.

**Moderator:** Okay.

**Heather:** Well, it's made up of humans, right? So you have to put in for human error.

**Moderator:** Okay. James?

**James:** I think for something like this it's very important, but it will be a big show in the beginning and then you know, a referendum will come up and that will take all the attention away from what they were trying to do in the first place.

**Moderator:** So, these privacy laws, I mean, I'm not an expert, but they came into effect in 1982, so about 20 years ago, the federal Privacy Act has existed. So, do you think today they, I mean, 20 years ago. So it's not new anymore. So at this stage, what do you think they do?

**James:** I don't know.

**Moderator:** I mean, but in terms of your confidence. It's not a new thing any more.

**James:** I don't know, I don't think it's really going to be enforced.

**Moderator:** You mentioned PIPEDA. PIPEDA is the new, it's Personal Information Protection and Electronic Documents Act, I think. This new legislation that came into effect January 1<sup>st</sup>, 2004 and it covers – the Privacy Act covers the federal government and what they do, PIPEDA covers the private sector and what companies do with your information of their employees, of their customers, and places restrictions on what they can do and how they share that. So, new legislation. To what extent do you think

that those laws will be effective at protecting your privacy. So laws governing the private sector usage of your information.

**Vanessa:** Well, because of the industry that I'm in, I know for a fact that we had to make a lot of adjustments when the legislation was changed. We had a lot of files of individuals and those have to be locked up, their address, their SIN, all that information has to be locked up, cannot be taken out of the office, our passwords are changed constantly in our database. But if someone wanted the information, they could get it.

**Moderator:** Okay. So that's from your company's perspective. What else? What do people think? There are laws that govern how private sector companies use, collect, and disclose your information.

**FP:** Well, being in a free society, if you feel that you have been invaded in your workplace, then you have the right to go to a lawyer and fight those issues and that's what I find with this law, if the federal government is enforcing this law, it's a law. And if you can find means to show that this law has been broken, then you can bring it up to the courts.

**Moderator:** But do you think the existence of a law – because it is new – do think the existence of a law will actually protect your privacy or do you think that companies can do what companies have always done.

**Rodney:** Well, laws are laws and laws are broken. That's always been the thing. So the law can be on paper to protect you, but and maybe 90 percent of the time it will protect you, but there will always be people who are going to break that law and go around it.

**Moderator:** But there are different types of law. I mean, there's speeding laws, and then there's sort of employment type laws where you can't do certain things. So privacy type laws, do you think they'll be effective at protecting your privacy, in terms of, will it be effective and how regulated will companies be in how they use your information?

**FP:** Yes. They will have to go up to those levels of security. It's a new direction, it's a new – because of technology. Technology is making us move forward, so that type of law has to be enforced.

**James:** But it's interesting because what Vanessa was saying, like how passwords are constantly changed, the one thing that we had to do for our employees, I mean, they have an open mailbox system where messages would go in, phone messages or whatever, and now we have to lock that all the way, and it was a pain for them to have to go get a key to go check, so we just moved it back. Everyone took a vote. And it's the little things that, we aren't following properly, I don't think, but we're just too – you know, it was an inconvenience, you know, everybody trusts everybody, we're trying to do the honour system and ...

**Moderator:** Okay. Anybody else? Well, I've heard some of the things in terms of after September 11<sup>th</sup>. Obviously governments doing certain things on the security side. And some it at times is at the expense of privacy. What do you think, I mean you can certainly give the example of the passport, what do you think, what are some of the security measures you see compromising privacy?

**FP:** Being searched.

**Moderator:** Being searched.

**FP:** Visual. A human being passing judgment.

**James:** Did you have a car, or pretty much just crossing the border?

**FP:** I had a colleague who was pretty much turned away. Business, because he didn't have this document that we didn't know that he was supposed to have, and so we learned it, got the document,

went back, and they ... [end of tape] ... the second time around. So you educate yourself to a certain extent, but then, you know, it's getting frustrating.

**Moderator:** Okay. Any other examples? Well, do you think these things are justified? These measures?

**James:** I don't know. It's hard, it's very difficult, because it's myself, my wife, my daughter who's only a year, she's screaming and they're literally throwing stuff out of the car, and asking "where'd you get this? Where'd you get this?" You know, buddy, just put it down, don't throw it. So I don't know, if you ask me if that would be justified, then no.

**Moderator:** Okay. What about your colleague crossing the border?

**FP:** Loss of business, loss of .. I mean, it's very ... you know, at the end of the day we're very happy with safety and the fact that the person behind the counter's taking precautions, but that's when you really want technology to be involved so that there's a non-bias approach when you really are busy and you need to get business done. And you need to fly out. So if someone can invent something and have it as unbiased as possible, that would be the ideal situation.

**Moderator:** Okay. What about in the workplace? To what extent companies are actually keeping track of the activities of their employees. Do they monitor their employees? Does this happen?

**Other Responses:** Yes. Yes. Absolutely. Sure it does.

**James:** A lot of it's performance-related. They want good performance.

**Moderator:** Okay, what about things like how much time they spend online? Keeping track of what websites they visit.

**Valentine:** It depends on the size of the company. If you have three associates, the software's there if you want to use it. I mean, if the company does decide to keep that kind of information, they can track it if they want. If the company decides to see if their employees are using the Internet too much ...

**Olga:** Not only using the Internet, but using the wrong websites.

**FP:** Our company is just worried about viruses, so they educated us by letting us know that if you end up in a certain area you're causing a lot more than what you think you are, so that's why we have to track. So their approach was a little more humanistic. I think they gave leverage to certain people, because you need the website for information. You cannot live without it. It's a form of increasing sales.

**Moderator:** But should they be allowed to monitor what you visit?

[General responses]

**FP:** You're on their time.

**Moderator:** You're on their time?

**Valentine:** Yes, I mean, you're being paid by them to work.

**James:** It's not your time, it's theirs.

**Other Responses:** Yes. Yes. I'd agree.

**Moderator:** And listen to you on the phone?

**Olga:** Well, that's a cross-section of privacy, really. It depends. It's an invasion of privacy, but some are listening to you when you are on the phone, but if it's during work hours again, it's preferable you're talking to somebody concerning the business and your work.

**Moderator:** You said it's preferable.

**Olga:** Not preferable. It's the best. Because sometimes it's a critical phone call and you must talk, you know, an emergency call. And there it's privacy intervention.

**Moderator:** Okay. James, you were going to say something?

**James:** Yes, I think if somebody was to say, I mean, in an interview and applying for a job and they say we'll take you and we'll pay you really good money, but for security your computer's going to be monitored, and your phone calls for professional development is going to be monitored as well, if someone *tells* me up front.

**Moderator:** What is or isn't personal information in the workplace? Because Olga gave an example of how an emergency call in, but sometimes I'm guilty of calling my wife during the day to organize who's picking up the kids. I mean, what is and what isn't personal? And how do you approach that? How do you deal with that?

**James:** I guess you could define personal as something that's outside the workplace.

**Moderator:** Vanessa?

**Vanessa:** I think it also depends on your level activity. I mean, if you're good at your job and you get everything done and you have two or three personal calls, that's up to your discretion.

**Moderator:** So an element of subjectivity in there.

**Vanessa:** Yes.

**FP:** I guess passing around jokes would be a big no-no. And that's been happening a lot. That could be a form of a break. I mean, I'm not a smoker, but I like to laugh, so.

**Moderator:** It's already come up, so do people who travel a lot face any privacy issues that non-travelers don't?

**Olga:** I think absolutely.

**Moderator:** Like what?

**Olga:** Checking your personal belongings.

**Moderator:** Checking your personal belongings.

**Store Manager:** Looking at personal appearances.

**Moderator:** Personal appearances.

**FP:** You're guilty until proven innocent every time you go through the system.

[Some agreement]

**Moderator:** Guilty until proven innocent. Okay. What else? [Pause]



**Nata:** There's an air of nervousness when you travel and so on the other token as a traveler I feel like, oh my God I'm going to be invaded.

**Moderator:** What about those who travel regularly between other countries. Do you want to add any more, Nata?

**Nata:** Yes, I've been to Africa, and I've been to different places and very interesting, very very interesting. I sometimes wonder if there really is security in other countries, so. And therefore, I don't mind the security that they implement here in North America. However, when I'm here, it takes too long, and there's that energy and nervousness. So it is about safety, so that's why I'm very big on, if you need to know as much as you want before I step in front of you, then go ahead, because I just want to get to my final destination.

**Moderator:** Okay. To what extent should the Government of Canada track the movements of Canadians as they enter and they exit Canada?

**James:** The purpose of the travel that you do. So you're going to Europe for business, what kind of business is it, how long you're going to be, that kind of stuff, and leave it like that. Especially if it's something that can benefit Canadian business.

**Moderator:** Okay. Anybody else?

**FP:** I think it depends on how you travel. I mean, I hold dual citizenship. I'm American and Canadian. When I travel with my Canadian passport, I have a pretty easy time. When I travel with my American passport, I have a very difficult time. Same person, doing the same job, carrying the same luggage, and I will get interrogated, I will spend a lot more time in customs than if I travel as a Canadian.

**Moderator:** Crossing where?

**FP:** Europe, crossing into the States and back into Canada.

**Moderator:** Okay. Olga.

**Olga:** I wouldn't mind that, you know, my belongings would be screened kind of, you know, checked instead, if everything is in order. I know everybody wants to be safe, and I don't mind to be checked, but it's really inconvenient sometimes, but we have to live with it after what happened.

**Moderator:** Okay. What about we check in, let's say you're going to another country, you check in, let's say you're going to the States. You also have to give certain information ahead of time. This is who you are, this is where you're traveling, flight information. What happens to that information?

**FP:** It definitely goes into a computer.

[Laughter]

**Moderator:** And then what.

**FP:** I used to think it was tracked, even way before September 11. I used to think that, maybe that's being naïve. I'm hoping that it is, so there's some information.

**Moderator:** We all in this room, we've all been to Pearson. We've all said what flight I'm on, going to the States or something, having to give my name, my flight number, my passport number, I think there's something else. I did it through the electronic kiosk thing and then I hit "Send". I could have done that in person by walking up. Where does that information go? I'm in Pearson. Where does it go?

**FP:** A database, probably.

**Moderator:** And?

**FP:** That means you're profiled.

**Moderator:** But where does it go? That's everybody that's flying out of that place. Who gets it?

**General Responses:** Airline. Federal.

**Moderator:** Goes to the airline? Probably the government?

**James:** A computer bank, that's probably accessible to any government agency throughout the world.

**FP:** Airlines fall under federal regulation, law, and therefore I would assume that it eventually gets to the government.

**Moderator:** Eventually?

**FP:** Yes. Sorry, I'm not a hundred percent sure.

**Moderator:** For example, I'm flying to the States. Where does the information go?

**Store Manager:** To both sides, because now they share the information.

**FP:** Yes, the US and Canada.

**Moderator:** Well, basically after September 11 the US required advance information on air travelers destined for the US. So it essentially said if you want to fly into the US all the passengers on that plane have to give us that information in advance. So basically the federal government had to comply and ensure that all this information on flight AC 123 going to LaGuardia, all that information is shared ahead of time. The government did not have the choice to do that if they wanted to continue flying. And other countries had to do the same. Who first of all is aware of this requirement? Okay, three of you. What do you think? Any reaction?

**Olga:** If you have nothing to hide, so you are just disclosing what you are doing there, like you're going for pleasure and how long you will be there, if you are visiting your relative or friends, that's it.

**FP:** If you have an Air Miles card they know that you are going anyway because you used your miles or your points.

**Moderator:** Okay. Any concerns? Nata?

**Nata:** Well, at first, it was a little – wow! The first thing that comes to mind is, boy, the US is paranoid. We're neighbours, I mean, why do they need it from Canada, et cetera? But it's back to safety, it's back to taking precautions and listening to the media, knowing that with September 11 as an example, and everyone's using that as an example to justify and claim why these rules and regulations are coming into force is certain people that manage to get across into the States via Canada, therefore, we have to oblige to their request and provide as much information as possible.

**Moderator:** So what do you think of the fact that Canada had to do this? Leo.

**Leo:** Either you do this or you don't fly into our country. That's it.

**Olga:** You have to follow the rules, you have to do what you have to do.

**Moderator:** What if Canada was to impose the same?

**Olga:** It is up to Canada to impose it.

**James:** Then we can't go to Disneyworld and they can't get our beer.

[Laughter]

**Moderator:** Okay. Any other issues in terms of traveling? It's an interesting thing that came up at the beginning with Nata. Privacy, traveling. Any other issues to wrestle with, where you sort of think, well, I'm a little more concerned about this...

**MP:** Didn't they slap a surcharge on – I don't know, there was some kind of a surcharge on top of your ticket.

**Store Manager:** For the security measures.

[General agreement]

**Valentine:** A friend of mine, he traveled right after September 11, he got delayed and all that, and he was flying from, into US and to Canada from another country, and he had to change flight twice to get to the US. And he found the security of the other countries stronger than what they had in the US.

**Moderator:** Were more tight?

**Valentine:** Were more tight.

**Moderator:** I've heard different sides. I've heard a lot of inconveniences, I've heard your car torn apart, and, well, where's the balance, and have they struck the right balance? Because obviously there was a risk, the perception of a risk ...

**James:** I think it will be years before they get over this. You talk about working out the kinks and everything, it's going to be years.

[General agreement]

**James:** Maybe not years, maybe five years, ten years down the road before they can, where a balance can be there and everyone can be happy about it.

**FP:** Training is very very important.

**James:** I'm sure there are days when the border patrol is just like, hey go on through. But then there's days when you see on CNN when the terror alerts been risen, to yellow or something, everybody's on. And these names that they're coming out with these days, too.

**Olga:** They have a reason for everything. For check-in for instance, the young couple with the kid, which do not have sense just to discover everything, unless they want to charge you just with purchasing something. That makes sense, if you're bringing something in and you did not declare it, but other than this, they are not supposed to do this. Unless they are following certain individual that has a record, and then, this individual has to be checked.

**Moderator:** Nata? Nata, then Aboy [?].

**Nata:** What I'm really concerned about is what I mentioned about certain countries that you need to visit, or you'd like to visit because there's business potential, and then that, when you're visiting that particular country, that maybe, it being used against you when you're traveling somewhere else. That's the only

reason I have a bit of hesitation on wanting anyone to know where I've traveled to. Because there are those circumstances when you cannot enter a certain country.

**Moderator:** And how do you deal with it?

**Nata:** Well, you have to unfortunately wait until your passport expires and you get a brand new passport, because they weren't tracking it by computer. See, if it's on your stamped, if it's stamped ...

**Olga:** Is it for real, in the Middle East? That you cannot go to ...

**Nata:** Yes. You cannot go to Egypt if you went to Israel. You cannot. And there's other countries that are starting to impose – there's prejudice.

**Olga:** What if you aren't a Jew?

**Nata:** Even if you're not Jewish.

**Store Manager:** I was going to say, I think what the US is doing was more, after 9/11 – they didn't really think something like that was going to happen, right? So they had to react really fast, and at that moment stop whatever was going to happen. And at that time something was going to protect themselves, and then something else came down the road, sort of to streamline the process so to speak. So it might seem at the beginning that they were trying different ways of doing it, so you read in the papers about profiling, and about cars being ripped up, that sort of thing. To me they are just trying to see what works, and what not, and they have to do that. There is no testing to know if it works or not in the background and then bringing it out to the public, because it's reacting to something as opposed to preventing something in the future.

**Moderator:** Okay. Let's turn to the issue of surveillance cameras. How are surveillance cameras being used around your community? Heather?

**Heather:** In the bank machines.

**Moderator:** In the bank machines.

**FP:** Parking lots

**Moderator:** Parking lots.

**Store Manager:** Stop lights.

**Moderator:** Stop lights.

**Store Manager:** The federal offices, like the employment building.

**Nata:** My highrise building has cameras for security.

**Moderator:** What about elsewhere in the country?

**MP:** Highways.

**Nata:** Highways, yes, the 407?

**Leo:** Big institutions, big places. Like I'm sure the Eaton Centre has tons of cameras, malls have tons of cameras. For security reasons, but also to see what stores are getting the most traffic and things like that.

**Moderator:** Okay. Who operates them?

**Olga:** Security companies.

**Moderator:** Security companies, okay. What purpose do they serve?

**FP:** Prevent theft sometimes.

**Moderator:** Prevent theft. James?

**James:** Give you the sense of security.

**Moderator:** Give you the sense of security.

**Valentine:** After theft, to find out if they can find something from the shops.

**Moderator:** Okay. Well, as you may or may not know, in London, England, even in some Canadian communities, Kelowna, BC is one example, police are using surveillance cameras to monitor public places in order to deter crime and assist in the prosecution of offenders. In fact, in London, there are approximately 150,000 surveillance cameras operating across the city. 150,000. What do you think of surveillance cameras in public places? This is not the mall, this is not the bank machine, this is not the office building. This is public places. What do you think?

**FP:** I think it's great. Especially after what happened to that young lady in the United States at the car wash. I mean, she had an unfortunate accident, but I believe they could catch the gentleman. So.

**FP:** If they're out in plain view. If I know there are surveillance cameras, but I don't want them hidden so I don't know they're there. I mean, if they're going to have their surveillance, let you know it's there.

**James:** I guess that's the attitude I have. I mean, maybe it's a cost of privacy, but for someone like that, I don't mind. Especially for places that there's a lot of people.

**Moderator:** Vanessa.

**Vanessa:** I think that they're great. I mean, if it has some – if you're a parent and it's your child that's missing and all of a sudden it's the police go, there's the camera and there's the person, it works for you and not against you.

**Moderator:** Okay. What other pros are there?

**FP:** Well, if someone was maybe thinking about doing something, if they know there's security cameras around. You know, if they're thinking of grabbing a child or something and they realize that there are security cameras everywhere, it might deter them.

**Store Manager:** Just look at a car that does have an alarm as opposed to a car that doesn't have an alarm.

**Moderator:** What about the cons? Against.

**FP:** If technology isn't good or pure, there could be a misidentification.

**James:** You could be accused of something you didn't do.

**Moderator:** Okay.

**Nata:** That's up to making sure that technology's perfected.

**Valentine:** That's expensive, to do it right.

**Moderator:** Cost. Okay. There's debate on the issue. Even in London, with 150,000, they basically cover the whole city of, or a good portion of the city of London. The pros say it deters crime, and some say it doesn't deter crime. 150,000 cameras in London. Do you think it would deter crime, or not deter? Like, would it be effective at deterring crime, yes or no?

**Other Responses:** No. Yes. Yes. Yes. Not sure. Yes. Yes.

**Leo:** I'd have to say yes and no. I'm sure there's still crime in London.

**Moderator:** Why do you two say no?

**FP:** Because you can always get around everything, and I mean, I don't know, maybe just adds to the excitement of it. The thrill-seekers.

**James:** I'm just trying to give the example of a safe-cracker. I just saw *The Italian Job* a couple of days ago, so ... so an old safe, someone can open up an old safe just like that, and when technology gets better, their abilities just improve. So I think with cameras, I mean, things like cameras, I'll wear a really cool mask, or I'll wear a really cool disguise, like a fake beard and grey hair. Once it's done I'll just take it off, throw it in the garbage, and no one will know the wiser, you know? So I think it's great, but I don't think it will act as a deterrent, I think it will just make people improve their skills.

**Moderator:** Okay. London's actually a pretty small city, so what do you think about if Toronto were to follow the lead of London, England, and were to introduce surveillance cameras all across the city? And maybe it's 150,000.

**James:** It would take three million. It's a huge city.

**Moderator:** What if they just focused on the downtown, just to keep it more manageable? And they said, we're going to put in 400,000 cameras.

**FP:** Start in Scarborough, Scarborough needs it the most.

[Laughter]

**Moderator:** Whatever way you do it, everybody would know that they're there.

**MP:** I wouldn't say cameras, I would say helicopters.

[Laughter]

**Moderator:** They say we want to go down this route for Toronto. Is this a good idea or a bad idea?

**Other Responses:** Bad. Mostly good. Good. It's good. Good, I think. Sure. Yes.

**Rodney:** Good if you can put it on a focused area. Not in my back yard.

**Moderator:** Why do you say bad, Leo?

**Leo:** I think it's draconian. It's Big Brother watching every step you make, it's just scary, it's no privacy, it's ...

**Olga:** If you are not doing anything wrong, what do you have to worry about?

**Leo:** Would you let the camera in your bedroom? In your house?

**Olga:** In my bedroom, I wouldn't like, but ...

**Leo:** What about your front yard? Your backyard? Your car?

**James:** Your streets.

**Moderator:** What about on your street?

**Olga:** Well, yes. Even in my building I wouldn't mind.

**Moderator:** Even in your back yard, your front yard?

**Olga:** Yes, I would like to see who is passing through and what is going on in the patio of my buildings.

**FP:** There are lots of communities in the States, especially senior citizens areas, you have to pay for a service like that, where there's surveillance, and it's enclosed, it's gaited. So it's a form of safety.

**Moderator:** Vanessa?

**Vanessa:** I think it's a false sense of security. A camera, what's it going to do?

**Moderator:** Okay, why do the rest say it's a good idea? Heather.

**Heather:** We have a lot of housing, and we actually implement, even just the fake cameras, and it actually works. You get less kids smoking out front, you know. I'm close to Forest Hill.

**MP:** Oh, so you get a load of crack heads.

[Laughter]

**Heather:** No, I live in an apartment, but they have tons of them.

**Moderator:** How comfortable are you personally with the idea. Let's say there's a camera that sees in your front yard or your back yard. How comfortable are you with the idea of being monitored by police surveillance camera as you walk down the street, go to the park, as you're being observed by a camera? Are you comfortable.

**FP:** I think it's a fact of life.

**Moderator:** Marnie?

**Marnie:** I'd be comfortable – not in my backyard. That's my space, but public space, yes.

**Store Manager:** Yes, I would agree.

**Olga:** In a public space.

**Valentine:** I would be comfortable with that.

**Olga:** In a public space, yes, in the park. In my building, yes, but not in my apartment.

**FP:** Public space? Absolutely.

**FP:** Public spaces, yes.

**Moderator:** James.

**James:** I think you could have some fun with it.

**Moderator:** Comfortable or uncomfortable and why?

**Leo:** It's just a matter of what people do with that information, it's just a watching over to see if you are okay, if things are okay, there's other ways to build security and comfort, I think.

**Moderator:** Let me see a show of hands. Who participates, or who has a loyalty program card, something like an Air Miles card, like a Zellers Club.

**FP:** I can't close my wallet.

[Laughter]

**Moderator:** What's the point of some of these programs?

**FP:** To make you think you're getting something.

**James:** Three dollars of groceries earns you 20,000 points.

**FP:** Yes, but how much do you spend to get those extras.

**FP:** It's just marketing, you know?

**Moderator:** So why do you all have one?

**James:** I think it's a good idea.

**FP:** Shoppers Drug Mart? I love their Optimum card.

**FP:** It's great. It saves you a huge amount of money.

**Moderator:** Okay, so it saves you money. But what do they do? How do they work?

**James:** I think it's, they encourage you to spend more to build up points. So it's good business for them, and then hey, you can buy some conditioner and you're saving some money.

**Moderator:** Do they track your spending?

**FP:** Yes. Definitely.

**Moderator:** Definitely?

**FP:** They may mail you things, and they also may email you things.

**James:** Well, for something like Shoppers, it's a huge company, and you can use the Optimum card at any Shoppers. So you can use it in Toronto, but if you visit a friend in Ottawa, you can use it there as well.

**Moderator:** What do companies do with this information?

**Olga:** Use it for themselves, and maybe sharing this information with others.



**Leo:** Maybe they try to see, they categorize their customers. How many males, how many females, what age group, what population, I don't know.

**FP:** What area does what.

**Moderator:** As you are alluding to, when individuals take part in something like an Air Miles, each time they use their card to collect points or whatever it is, the Air Miles company keeps track of the items they purchase and these companies can then sort of sell the purchasing behaviour to other companies participating in the Air Miles program. So they know Heather buys these products, they know Nata buys these products, they know Malcolm buys these, and this is who the person is. I'm this income, I'm this age group, I'm married, blah blah blah. And basically, there's value to that profile. What do you think of that? What do you think of the different companies being able to track what you buy, who you are, where you buy it?

**FP:** Is my name attached to that? Or is it just "female" blah blah blah.

**Moderator:** Is your name attached to your debit card or your credit card?

**FP:** I just had to clarify that, because I thought they could probably do a selection, you know, just sell you certain information based on the area, but not your name. I guess not.

**Olga:** They are using this everywhere.

**Moderator:** So how do they know that person is you. What do you think? Is this an issue?

**MP:** You don't have any choice. They have a specific focus, and then they in turn sort of break it down into what they want.

**Moderator:** But you have a choice to get the card in the first place.

**FP:** So by you using that card, I think you've sort of given them the okay.

**Moderator:** What kinds of things is it okay to monitor? And what is it not okay to monitor?

**FP:** Price.

**Valentine:** I guess if they track stuff that they buy and they target emails to your, flyers and stuff to you based on the stuff that you buy, then it's a benefit to you.

**FP:** Absolutely.

**James:** But I think it's all tied in though. With the Optimum card, I know I keep coming back to it, but it's the easiest because my wife has one, we get flyers all the time, but when she gets the flyers, I mean, I like Shoppers too, she's back there, and she was just there yesterday. But you know, it's enticing.

**Vanessa:** I think it's how they market it. I mean, I look at Amazon.com. They are the most successful online bookstore because as soon as you log in, "Welcome back, Vanessa! Today we have ..." Here's 10 towels that you might love. It's customer relationship management, and it works. Absolutely!

**FP:** I don't see a problem with that.

**Vanessa:** I mean, they're basing it on your interests, right?

**Valentine:** And then you still have to decide if you want to buy it.

**Moderator:** Let me see a show of hands. Who's bought online before? One, two, three, four, five, six. Do you read the privacy statements?

**MP:** What?

[Laughter]

**MP:** Maybe the first line.

**Moderator:** And why don't you read them?

**FP:** They're so long!

**FP:** Because you're scared.

**Moderator:** And do you feel that your privacy is protected well because it's there?

**FP:** You hope that they do.

**Moderator:** Okay. We've been talking about privacy for a while now. And experts actually sort of categorize different types of privacy. And some talk about four different types: bodily privacy, communication privacy, informational privacy, and territorial privacy. And there's two things I want you to fill out. The first one says how would you rank these different types of privacy in terms of how important it is for you to ensure your privacy is maintained in these areas? So the rank is one is the most important to protect, and four is the least important. So I want you to sort of choose one, two, three or four. You can't say one, one, two, two. It's got to be one, two, three, or four. And the second part of the question asks you to rank the same things in terms of the degree to which these areas of privacy are under threat for you personally. Where one is *most* under threat today, and four is the *least* under threat today. So I need you rank these, and you go one, two, three, and four in both. Everybody understand?

[Pause]

Everybody done? Okay, starting with Leo. Can you read for the first half, the first question, one, two, three, four. But read it by the name.

**Leo:** The most important was communication, then information, then bodily, then territorial.

**Moderator:** James.

**James:** The most important I had was information, then communication, then bodily, then territorial.

**Moderator:** Nata.

**Nata:** Informational number one, number two territorial, number three communication, number four bodily.

**Moderator:** Valentine.

**Valentine:** I have communication and information number one, and the rest all of them I put as three.

**Heather:** Territorial number one, bodily, communication, and information.

**Moderator:** Olga?

**Olga:** Bodily was important to me, one, two, three, four.

**Moderator:** Which one was two?

**Olga:** Two communication, informational three, those are the same, either or, then territorial.

**Moderator:** Rodney?

**Rodney:** Number one was communication, bodily was two, territorial was three, and information was four.

**Moderator:** Aboy [?]?

**Store Manager:** Completely different. The territorial was first, followed by informational, and then bodily, and then communication.

**Moderator:** Marnie.

**Marnie:** Very strangely, I have the very same as Olga. One, two, three, four.

**Moderator:** Okay.

**Vanessa:** Communication, bodily, information, and territorial.

**Moderator:** Okay, we'll go in the reverse on the second part. Vanessa.

**Vanessa:** Exact same thing. Communication, bodily, information, and territorial.

**Moderator:** Marnie.

**Marnie:** Information, communication, territorial, and bodily.

**Moderator:** Aboy [?]?

**Store Manager:** Information, communication, bodily, and then territorial.

**Moderator:** Rodney?

**Rodney:** Bodily, communication, territorial, and information.

**Moderator:** Olga?

**Olga:** Bodily, information, communication, and territorial.

**Moderator:** Heather.

**Heather:** Territorial, information, communication, bodily.

**Moderator:** Valentine?

**Valentine:** Communication, information, bodily, and territorial.

**Moderator:** Nata?

**Nata:** Informational, territorial, communication, and bodily.

**Moderator:** James?

**James:** I had communication, bodily, informational, and territorial.

**Moderator:** And Leo.

**Leo:** I had informational, bodily, communication, and territorial.

**Moderator:** Why did you – I mean, a lot of different answers. What sort of generated, what was going through your thinking when you answered the way you did?

**James:** For me I think I answered four for both territorial because I think it's the least worst thing that could happen to you if someone calls you and says, okay, you have ten minutes to answer a question about soaps. You can either hang up the phone or you can just go along with it. But for the information, the communication and bodily, that's severe compared to the territorial privacy.

**Moderator:** Okay. Nata was ...

**Nata:** I just don't like the telephone and I'm really nervous about how did they get my name? How are they getting it? If I'm taking precautions ...

**Olga:** But they are just calling everybody.

**Nata:** I'm not listed in the white pages. I'm not listed.

**Olga:** This is really strange.

**Moderator:** Okay.

**Nata:** I'm not listed, I made sure of that. Why are they bugging me? So it's where is it coming from? I'm questioning that.

**Moderator:** Okay. Leo? Why did you answer the way you did?

**Leo:** I put communication because that's where I communicate more with family or friends or other business associates at work, so it's the most private part of my day, and that's what I kind of want to maintain private.

**Moderator:** Okay. Valentine?

**Valentine:** Communication, number one.

**Moderator:** And why did you answer the way you did?

**Valentine:** Because that's everything about a person, the just number one.

**Moderator:** Okay. Heather?

**Heather:** I put territorial because of being able to have times when you are completely alone. I really value that. Because you're always with people, all day. Even my boss calls me at home sometimes, or other co-workers, it's just – you feel compelled, you *have* to call them back, right?

**Moderator:** Okay. Olga? Why did you answer the way you did?

**Olga:** I was saying bodily because I wouldn't feel comfortable with somebody watching me in my own place. I put communication second, because if someone would listen to my conversation it's very personal to me. And I put informational. Territorial it doesn't bother me because I can hang up the phone, say excuse me, I'm very busy, and that's all.

**Moderator:** Okay. Rodney?

**Rodney:** I had information as the least component, the least threat because no matter what you do, they already have all the information on you, so you don't have any choice.

**Moderator:** Okay. Aboy [?]?

**Store Manager:** I put territorial because I find when I'm in my home, I'm at work all day long, being with people all day, and when I come home, I want to be just at home. I can get those calls later, I really need that privacy at home, very much.

**Moderator:** Marnie?

**Marnie:** I said bodily because I think the other ones, there's ways I can deal with it. You know, whether I give out information, or you know, whether I answer the phone or not, but bodily, that's just too close, if someone's watching, I can't control that. The other ones I can.

**Vanessa:** I put communication because it can be the most destructive. It can damage you the most. Everything else you just have to deal with.

**Moderator:** Okay. We've been talking for almost two hours now, and presumably you don't spend two hours talking about privacy in your regular lives. How, if anything, have some of your ideas changed? When I invited you here today, I'm sure you didn't know you'd be talking about privacy for two hours. What's different in terms of what you're thinking about now? Anything?

**James:** Before for me it was just, you know, taking precautions, protect your PIN number, be very careful about your credit card, but there's more things now to think about. About cameras and ... but my view, though, about having cameras in public places still isn't a bad thing, you know. You get thinking, you try to take precautions, but every now and again we all get burned one way or another.

**Moderator:** Leo.

**Leo:** I was, I was always pretty aware of how my privacy was invaded or is invaded. It's just interesting to talk to other people about it, see how they think about it. How their opinions, or how they think they're safe or not. But I was pretty aware of, not so much of flying, because I haven't flown in a couple of years, but just walking back and forth from work, or being at work.

**Moderator:** Okay. Nata.

**Nata:** I would probably have to say a clearer understanding of how those companies that sell on e-Bay or Internet and post the privacy, but are they really doing what they're saying that they're doing. I have some questions about that.

**Moderator:** Valentine, what's the difference?

**Valentine:** More aware of my responsibilities, and don't believe everything.

**Moderator:** Heather?

**Heather:** I enjoy the way you broke it up here. It was interesting to see what everyone valued.

**Moderator:** Olga?

**Olga:** Actually, I know that I should be cautious, you know, in terms of feeling comfortable with cameras and stuff, it doesn't bother me because if I'm an honest person and doing everything, you know, as I do every single day, I'm not doing anything wrong, it doesn't bother me really. If it's going to be thousands of cameras, I am the same.

**Moderator:** Rodney?

**Rodney:** I think pretty much aware even before this, so, I sort of know what's going on around me. You know, keeping up as far as all the latest information for privacy.

**Moderator:** Aboy [?]?

**Store Manager:** I've been more or less aware of it, but not really thinking too much about it, and I just basically taking precautions, keeping of the secret. Maybe this time I'll actually read those disclaimers that they put at the bottom of the page. [Laughter] Other than that, I'll probably be more aware, maybe like Marnie about using different names.

**Marnie:** I don't use aliases, but I'll use my initial, maybe. So if I get something to Mrs., I'll be like, how do you know "M" is "Mrs."?

**Store Manager:** I'd like to see who is doing what with my information.

**Moderator:** Marnie, anything different?

**Marnie:** I realize everybody else has a lot more privacy issues where they work than I do. I mean, I work in a school, you know, and just with people who travel a lot, the things that you have to deal with and think about, is so far removed from what I do every day at school. So I've got privacy for my personal life, but with business and that, you don't realize, I mean, the school is a whole world unto itself, and that's very different.

**Moderator:** Vanessa?

**Vanessa:** I think I'm learning not to write or say anything you don't want the whole world to see. And to buy another shredder.

[Laughter]

**Moderator:** It is 9:28 and I promised to have you done by 9:30. Thank you very much for taking the time.

[some conversation in the background]

[end of tape]