



## **Our Approach To Data Privacy**

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Sidewalk Labs believes that a combination of cutting-edge digital technology and forward-thinking urban design can help address the major challenges of urban growth. Sidewalk Toronto, a partnership between Sidewalk Labs and Waterfront Toronto, aims to create the conditions for a global hub of urban innovation on Toronto's Eastern Waterfront, including the use of data to benefit its residents, workers, and visitors. At Sidewalk Labs, we view the protection of personal privacy as a key value in the work that we do involving the collection and use of personal information.

There is nothing new about collecting and using data to make decisions in urban environments and direct services to residents, from city planning to garbage collection to school bus routes. What is new is the ability to create a "digital layer" of technology and data to power the tools that can help communities become more affordable, inclusive, innovative, and sustainable. We see protecting privacy in the context of creating this digital layer as a key responsibility—and an opportunity.

Some of our early ideas for components of Sidewalk Toronto's digital layer include ubiquitous connectivity; sensors to understand the physical environment and how it is used; a data infrastructure that is secure, flexible, and scalable; APIs that inspire and enable a developer community to help design city improvements; and a portal of services for residents.

Sidewalk Toronto will have the opportunity to engage with community stakeholders about data privacy, devise new technical solutions to protect information, establish new models of governance and oversight, and provide greater clarity and transparency when it comes to the collection and use of personal data.

Because we will be planning the digital infrastructure of Sidewalk Toronto from scratch, we have a unique opportunity to consider privacy and security protections as

we develop the technologies and how they will work in an urban environment. We intend for our learnings, products, and processes to be best-in-class case examples for urban data uses in cities around the world. Our decision-making will be informed by values of Canadian privacy and world-leading best practices. We will seize that opportunity to create a comprehensive and transparent approach to data and privacy protection, working in close consultation with the local community and independent Canadian privacy experts and advocates.

This work will begin with some core principles:

- **Privacy by design.** We will be following Privacy By Design—developed in Canada—in the design of our technologies, including empowering individuals to make choices about the use of personally identifying information.
- **Benefitting the community.** We will use data with the goal of conferring a benefit on the community—to create an urban environment that makes life there a little easier, more efficient, or more sustainable.
- **Accountability.** We will work to establish clear and consistent policies for the handling of personal information, seeking the input of members of the community in Toronto and trusted and independent Canadian experts.

We view this work as critical to the success of Sidewalk Toronto and to our mission of improving life in cities across the world. Communities don't thrive without trust—and we intend to earn yours as we plan a new community on Toronto's Eastern Waterfront.