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Canadian privacy regulators launch principles for the responsible development and use of generative AI

Federal, provincial and territorial privacy authorities have launched a set of principles to advance the responsible, trustworthy and privacy-protective development and use of generative artificial intelligence (AI) technologies in Canada.

The authorities introduced the principles during an international symposium on privacy and generative AI that was hosted in Ottawa by the Office of the Privacy Commissioner of Canada. While AI presents potential benefits across many domains and in everyday life, the regulators note that there are also risks and potential harms to privacy, data protection, and other fundamental human rights if these technologies are not properly developed and regulated.

Michael McEvoy, Information and Privacy Commissioner for British Columbia, pointed to the principles in a joint letter sent this morning to the Ministry of Citizens' Services by the OIPC, the Ombudsperson and the Human Rights Commissioner.

“With our government currently developing guidelines on the use of the AI in the public sector, consideration of these principles is critical to ensuring advancements in AI respect people’s fundamental rights to privacy, fairness, and equality in their dealings with public bodies,” he said.

Both public bodies and private sector organizations have a responsibility to ensure that products and services that are using AI comply with existing domestic and international privacy legislation and regulation.

The joint document lays out how key privacy principles apply when developing, providing, or using generative AI models, tools, products and services. These include:

- Establishing legal authority for collecting and using personal information, and when relying on consent ensuring that it is valid and meaningful;
- Being open and transparent about the way information is used and the privacy risks involved;
- Making AI tools explainable to users;
- Developing safeguards for the protection of privacy rights; and
- Limiting the sharing of personal, sensitive or confidential information.

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Developers are also urged to take into consideration the unique impact that these tools can have on vulnerable groups, including children.

The document provides examples of best practices, including implementing “privacy by design” into the development of the tools, and the labelling content created by generative AI.

[Principles for Responsible, Trustworthy and Privacy-Protective Generative AI Technologies](#)

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