Responsible Use of Data Survey Results

June 2025

ENVIRONICS ANALYTICS

ACCESSPRIVACY BY OSLER

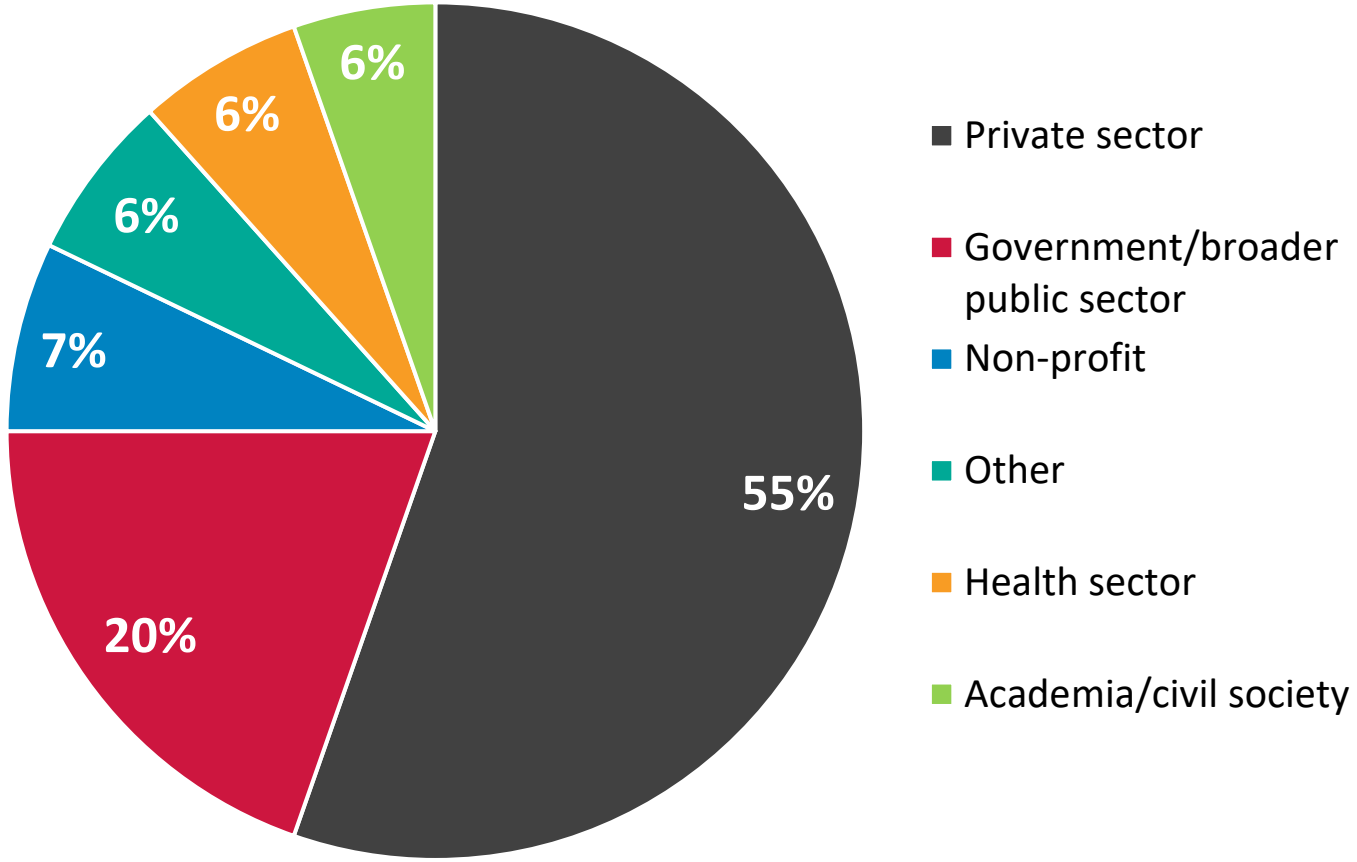
Background and Purpose

- AccessPrivacy, a thought leadership platform established by the Privacy and Data Management Team at Osler, Hoskin and Harcourt LLP, and Environics Analytics, a leading Canadian data and analytics company, conducted an anonymous survey of business and privacy leaders to gather perspectives on the evolving interplay between privacy, trust, and the responsible use of data.
- The main objective is to inform internal company and public policy dialogue, by capturing insights on how organizations can responsibly leverage high-quality data to enhance operational effectiveness and decision-making.
- Aggregate survey response data are being shared with the AccessPrivacy and Environics mailing lists and are also being sent to key stakeholders in the privacy and data policy arena.
- This was a non-statistical, qualitative survey designed to capture perspectives and sentiments about a range of topics.

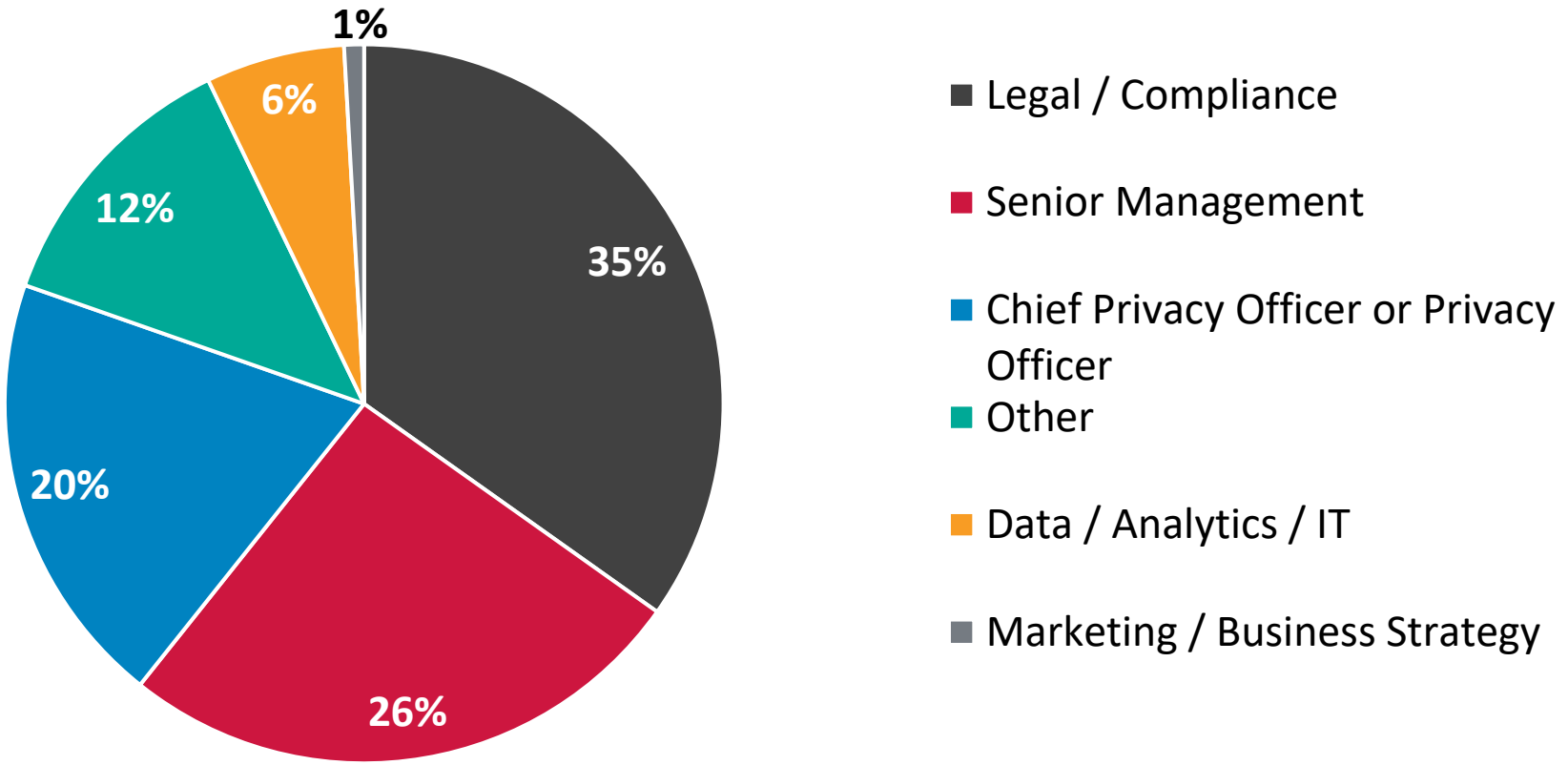
Survey Methodology

- The survey consisted of 13 questions, including background demographic questions. The survey links, in English and French, were sent to AccessPrivacy newsletter subscribers and Environics Analytics clients on Tuesday, May 27th, 2025. The survey closed the following week, on Wednesday, June 4th.
- All responses were collected anonymously.
- No identifying information was collected or associated with the responses, and participants were asked not to share any identifying information in their responses.
- Anonymized results were accessible to Environics Analytics and AccessPrivacy by Osler for analysis and reporting purposes, in aggregate form.
- A total of 112 responses were received.

1. Which of the following best describes your organization?



2. Which of the following best describes your role?

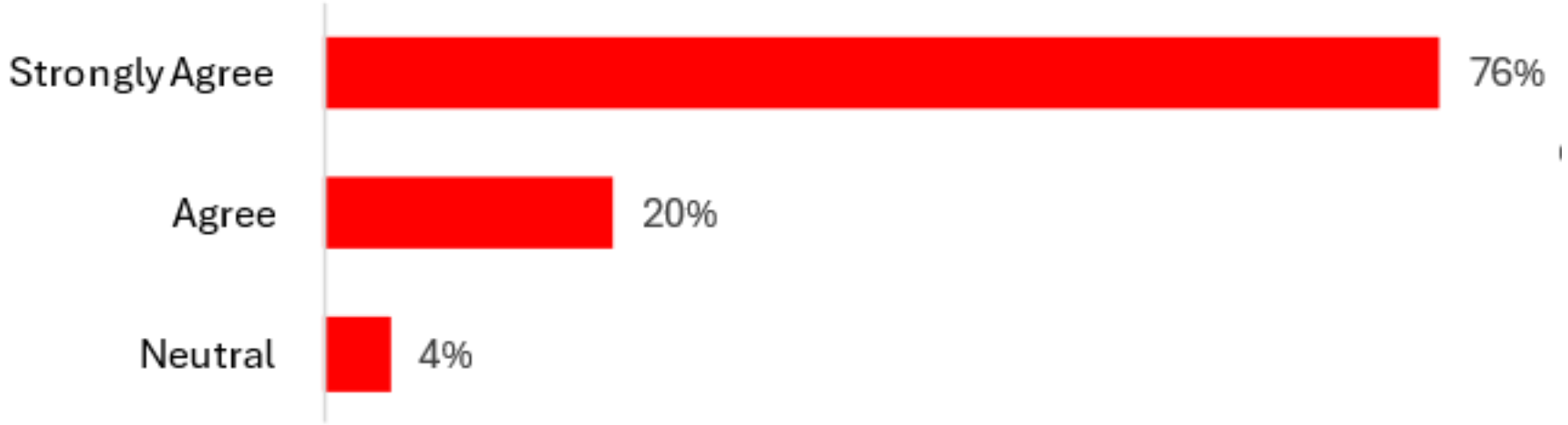


3. How central is privacy to your current role?



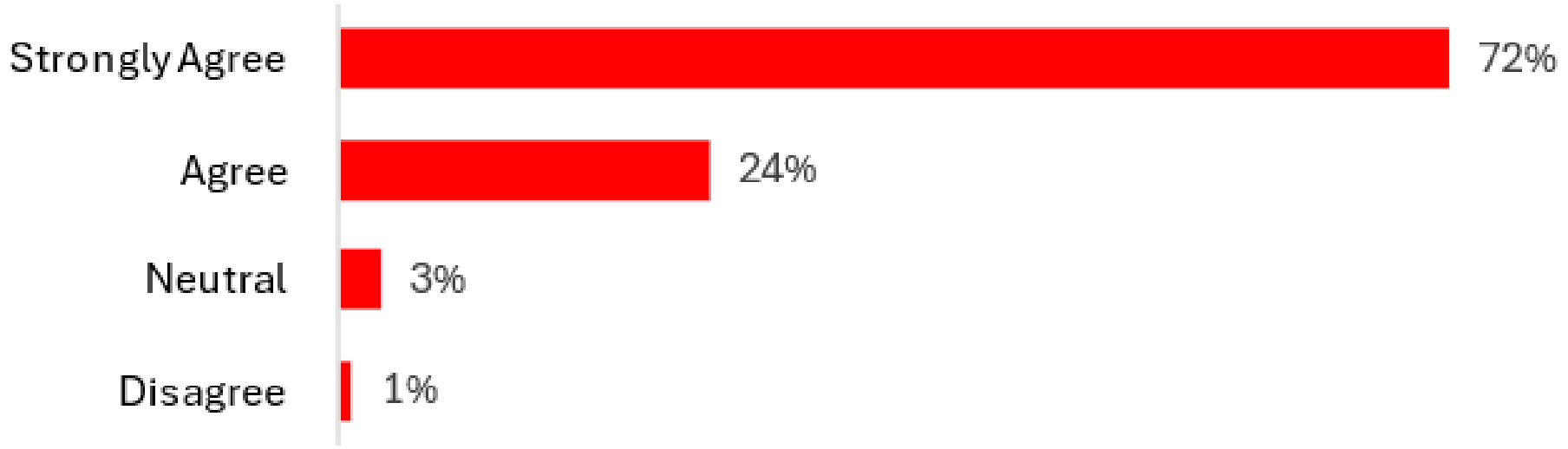
4. To what extent do you agree with the following statement?

Respectful treatment and protection of personal information is critical to the long-term success and sustainability of my organization.



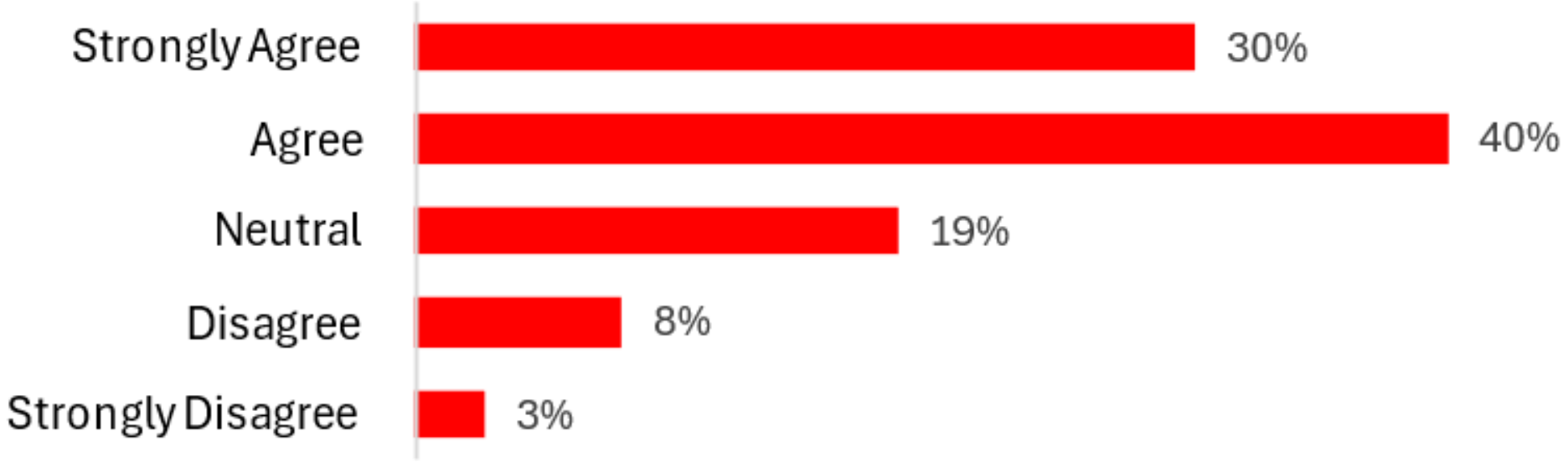
5. To what extent do you agree with the following statement?

Privacy laws are important to ensure trust in the digital ecosystem.



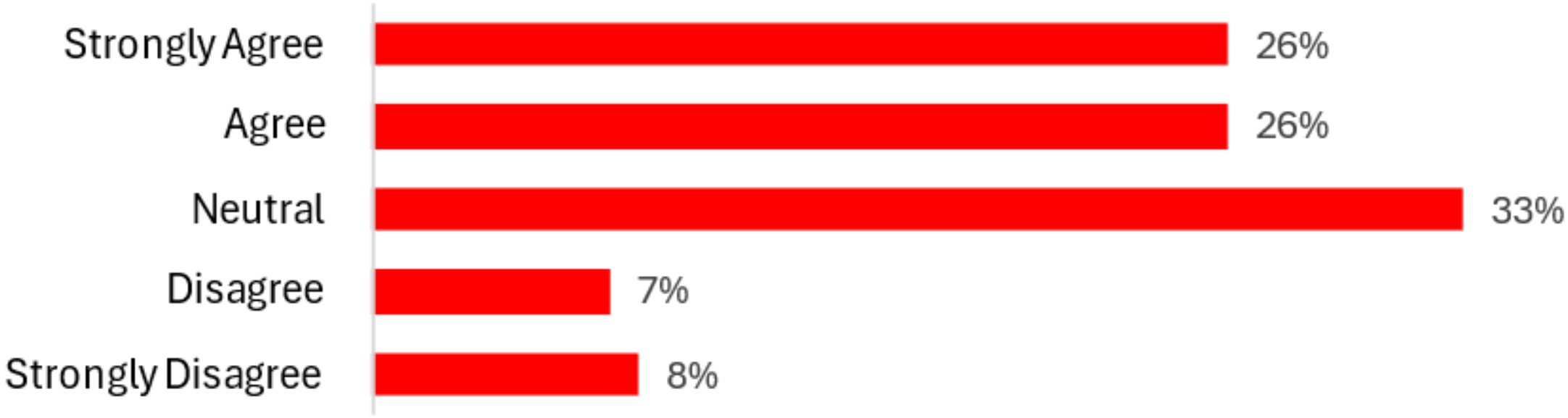
6. To what extent do you agree with the following statement?

Canadian private sector privacy laws help facilitate the respectful and trustworthy processing of personal information for legitimate business purposes.



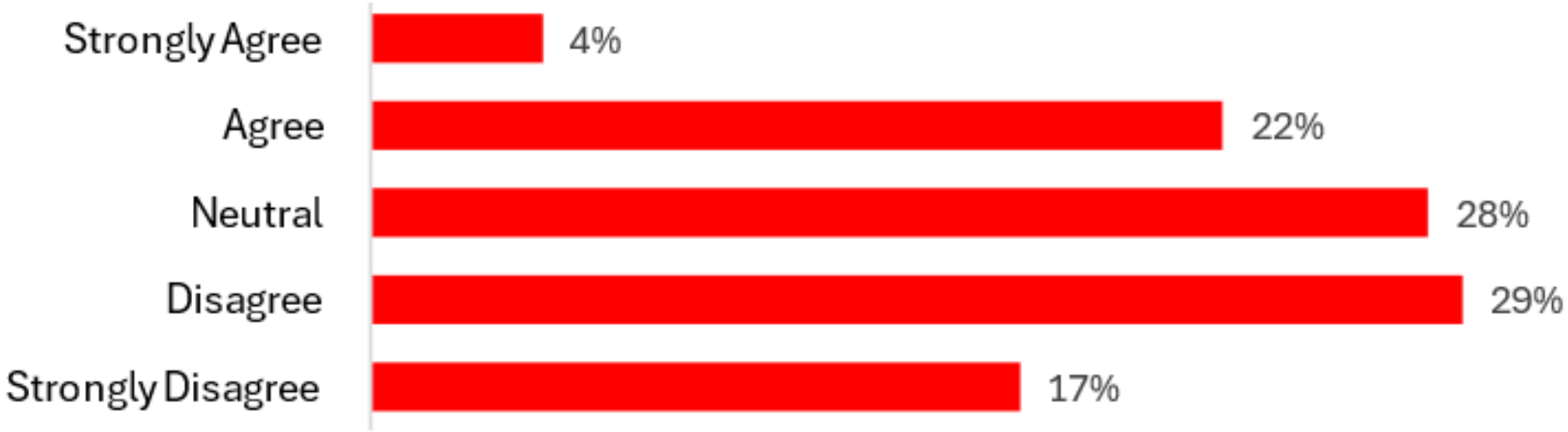
7. To what extent do you agree with the following statement?

I am concerned about the regulatory burden that new or upcoming Canadian privacy laws may impose on my organization.



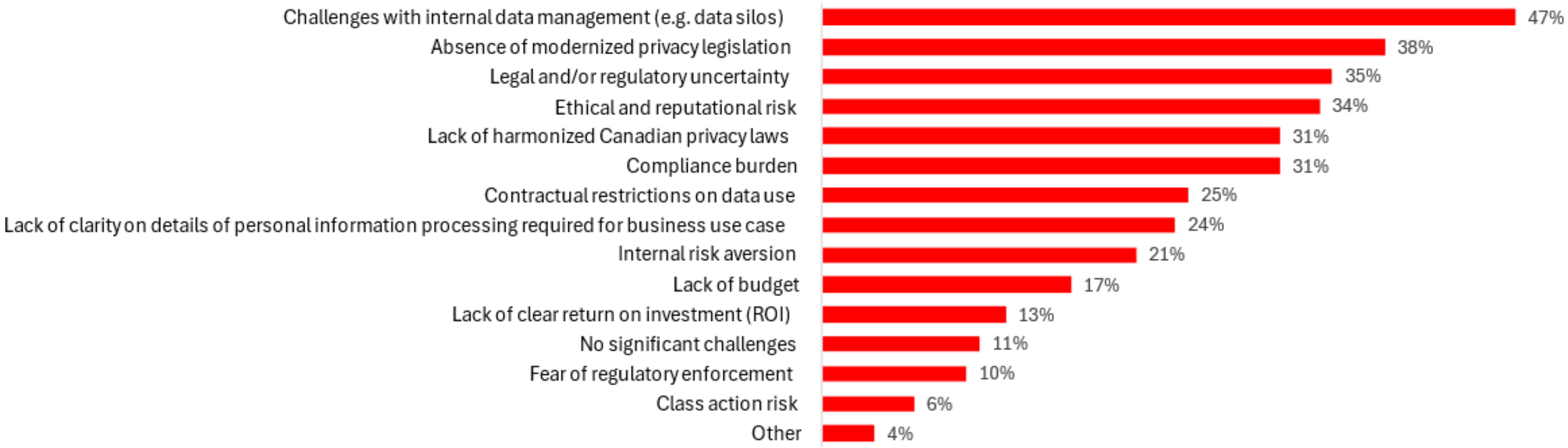
8. To what extent do you agree with the following statement?

Canadian private sector privacy laws are a barrier to the development and deployment of AI and other innovative technologies for legitimate business purposes.



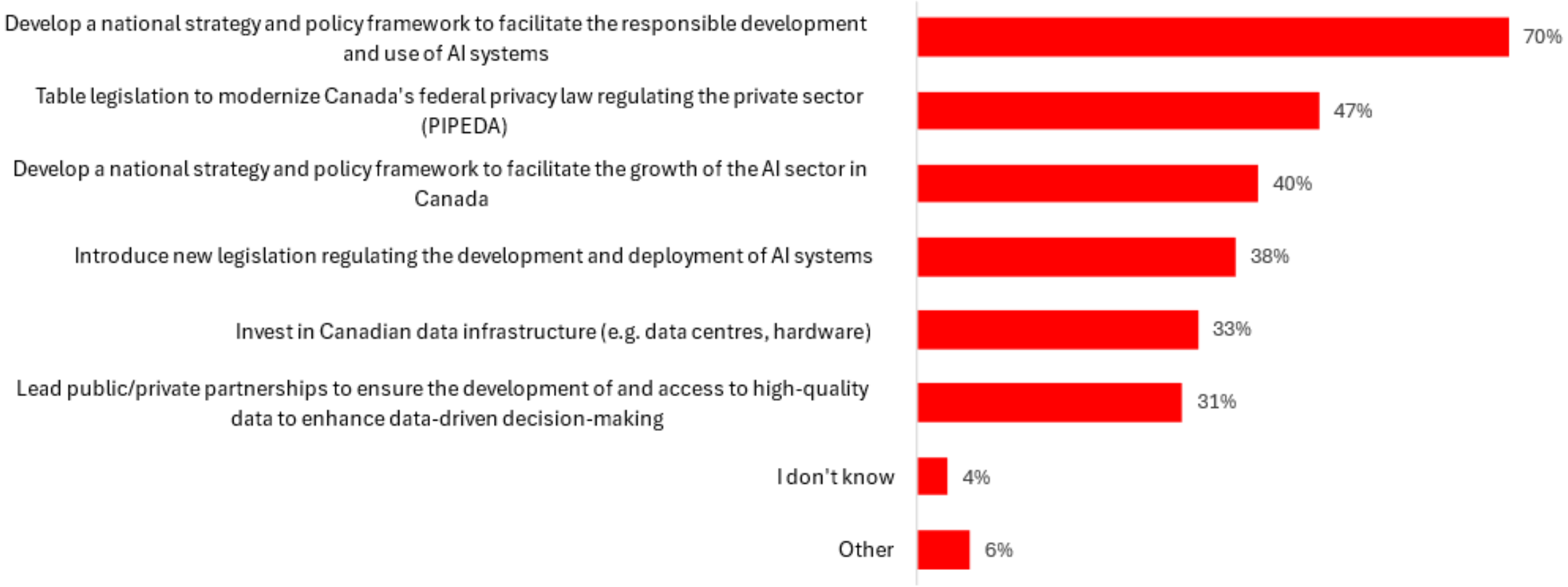
9. What are the most significant challenges your organization faces when trying to use personal information more effectively to support legitimate business purposes?

(Select up to five)



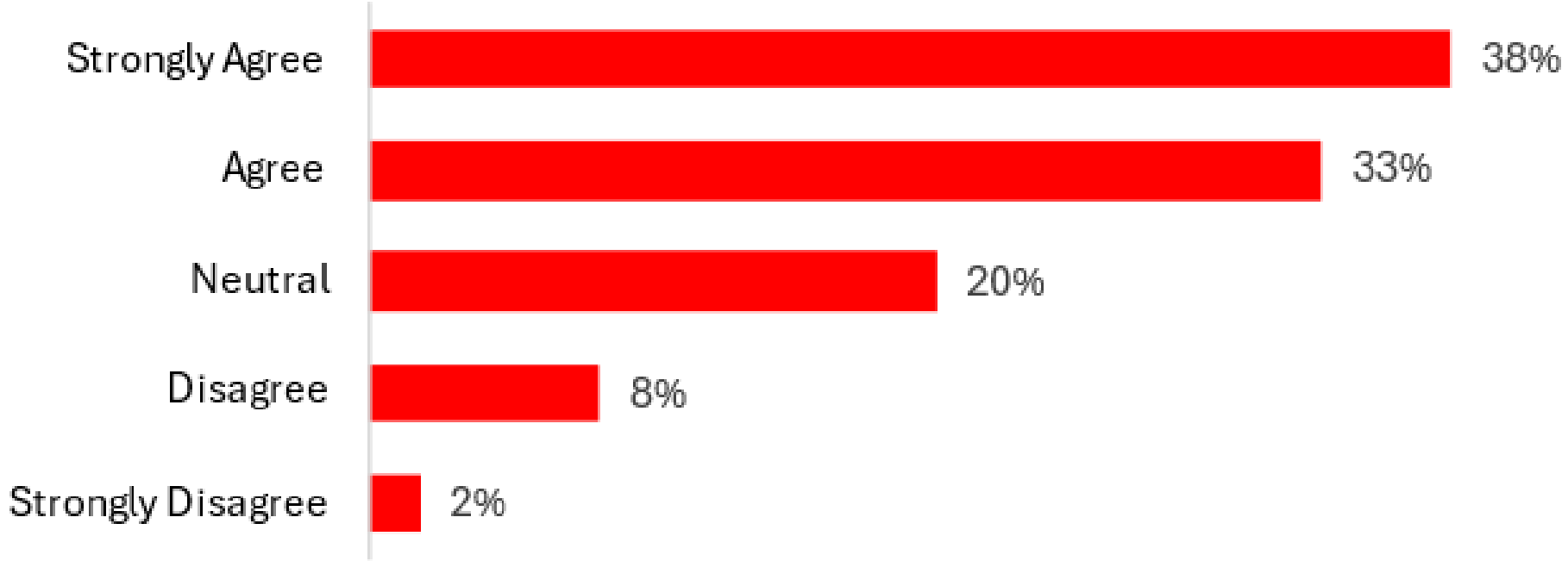
10. The Honourable Evan Solomon has recently been appointed Canada's federal Minister of Artificial Intelligence and Digital Innovation. What should be Minister Solomon's top priorities?

(Select up to three)



11. To what extent do you agree with the following statement?

My company's Chief Privacy Officer (or the chief executive responsible for privacy) plays a critical role in strengthening trust with our customers and other key stakeholders.



12. To what extent do you agree with the following statement?

My company's Chief Privacy Officer (or the chief executive responsible for privacy) plays a critical role in supporting and guiding our company's innovation and growth.

