



Enforcement yes, bureaucracy no

John Gustavson envisages relatively few problems of enforcement, and that these can be dealt with by a fairly small investigation team and some sort of registration board.

When asked directly how the new privacy code compares with Quebec's privacy legislation, he replied that the two are entirely compatible and companies abiding by the new code will more than meet the requirements of the Quebec law (p. 13).

Canada's Privacy Commissioner welcomes CDMA's support

Privacy Commissioner, Bruce Phillips, welcomes the CDMA's support for the federal government to pass a national privacy law for the private sector. He writes:

"This is a courageous stand by an organisation that has been a leader in developing codes of practice for its members - including a compulsory privacy code in 1993. The CDMA's position recognises that national privacy standards will serve the private sector's interests.....and would also bring Canada into line with other jurisdictions with private sector privacy rules, including such

trading partners as the European Community, Australia and New Zealand.

There is a growing recognition that an information-based economy demands data protection rules. No organisation - government, private business or the voluntary sector - should expect to gather, mine, manipulate and sell personal data without being held accountable to those whose lives are detailed in its databases."

The CDMA, founded in 1967, represents a broad cross-section of companies and distributive trades in Canada's direct response marketing industry. Its 500 corporate members are responsible for over 80% of direct marketing activity in Canada. Canadians purchase over \$49.1 billion in goods and services annually through direct response media.

**Further details about the CDMA privacy initiative are available from Scott McClellan, Director of Communications, CDMA, 1, Concorde Gate, Suite 607, Don Mills, Ontario, Canada, M3C 3N6
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Internet and e-mail addresses

This year, several Data Protection/Privacy Authorities have created Internet sites, including:

Australia: Mr Kevin O'Connor, Privacy Commissioner,
Internet: privacy.gov.au

Canada: Mr Bruce Phillips, Federal Privacy Commissioner, Ontario,
Internet: <http://info.ic.gc.ca/opengov/opc/privacy.html>

New Zealand: Mr Bruce Slane, Privacy Commissioner,
Internet: <http://www.kete.co.nz> or <http://www.kete.co.nz/privacy/welcome.htm>

Norway: Mr Georg Apenès, Director General,
Internet: <http://www.uio.no/~jonnyb/personvern/tilsyn.html>

Switzerland: Mr Odilo von Guntern, Data Protection Commissioner,
Internet: <http://www.eunet.ch:80/edsb/>

United Kingdom: Mrs Elizabeth France, Data Protection Registrar,
E-mail: data@wycliffe.demon.co.uk
Internet: <http://www.open.gov.uk/dpr/dprhome.html>

Canada: Mr David Flaherty, Information & Privacy Commissioner, British Columbia,
Internet: <http://www.espresso.cafe.net/gvc/foi>

Canada: Mr Tom Wright, Information and Privacy Commissioner for Ontario,
Internet: <http://www.opc.on.ca>

USA: Mr Gerald Gates, Chairman, Privacy Working Information Policy Committee,
E-Mail: ggates@info.census.gov