



News Release

When sharing personal information, *less is more*, says Tracy-Anne McPhee, Yukon Information and Privacy Commissioner

Data Privacy Day activities raise awareness about online threats to privacy and highlight the importance of limiting personal information sharing

Whitehorse, January 26, 2012 – “Less is more” when sharing personal information online says Tracy-Anne McPhee, Information and Privacy Commissioner.

Ms. McPhee is delivering this message in support of [Data Privacy Day](#), which is marked annually by organizations around the world on January 28.

Privacy professionals are saying we are living in a digital age, where our online activities can easily be tracked, stored, shared and analyzed, and we are under constant pressure to share more personal information. But given the power and complexity of today’s technologies, we should all be thinking *less is more* when it comes to sharing personal information on the Internet.

Canadians are the world’s biggest Internet users, logging an average of 43.5 hours of online browsing per month, almost twice the global average, according to a recent global ComScore report on Internet use and online trends. However, many do not fully understand the implications this has for their privacy. Once their personal information is on the Internet, they have very little control over who sees it, how it is used, or how long it will be available. By sharing less personal information, we can help limit our exposure and the risks of our personal information being misused, abused or disclosed without consent.

So, whether we are social networking, using an app on a mobile device, or signing up for discounts and deals, we need to think carefully about the personal information we are putting into cyberspace.

“Less is more” is also good advice for public bodies, organizations and businesses that collect personal information notes Ms. McPhee. “Collecting and holding excess data raises the risks for individuals about whom the personal information belongs,” she warns. “It increases the risk of data breaches.”

This week, the Office of the Yukon Information and Privacy Commissioner joins governments, privacy professionals, corporations, academics and students from around the world, in marking Data Privacy Day, an annual international celebration designed to promote awareness about privacy and education about best privacy practices.

For more information on Data Privacy Day, go to
http://www.priv.gc.ca/resource/dpd/2012/index_e.cfm.

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For more information, please contact:

For more information contact:
Tracy-Anne McPhee
Information and Privacy Commissioner
867-667-8468
info@ombudsman.yk.ca