

NEWS RELEASE

For immediate release

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

OTTAWA, ON, December 8, 2023 – Federal, provincial and territorial privacy authorities have developed 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.

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 privacy rights; and
- Limiting the sharing of personal, sensitive or confidential information.

Developers are also urged to take into consideration the unique impact that these tools could 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 labelling content created by generative AI.

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Related document: [Principles for responsible, trustworthy and privacy-protective generative AI technologies](#)

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