

DATA COLLECTION AND PROTECTION IN THE AUTOMOTIVE SECTOR

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Join us on Thursday, April 28, 2022 as members of McMillan's Privacy & Data Protection Group discuss privacy and data protection issues relevant to the automotive industry.

Date & Time

Thursday, April 28, 2022

1:00 pm - 2:30 pm ET

This program qualifies for up to 1 hour and 30 minutes of Substantive CPD (ON), 1 hour and 30 minutes of CPD (BC) and 1 hour and 30 minutes of CLE (QC).

Agenda and Speakers

Getting Personal: When will data collected by connected and automated vehicles be considered “personal information”?

Speaker

We will review significant guidance and investigation findings from the Federal and Provincial privacy regulators across Canada. This session will also discuss important privacy-related litigation developments, including the status of relevant class action claims, which are relevant to the automotive industry. Tune-in for lessons learned and key takeaways for your organization!

[Kristen Pennington](#)

Data Anonymization in the Auto World

Speaker

Many businesses operating in the automotive industry may look to the anonymization of personal information as a technique to try to limit their legal exposure when using such data for marketing or product development purposes. However, anonymizing data does not always provide the level of protection that we might think. In this session, we will discuss relevant considerations and risks, which businesses operating in the auto industry should take into account when using anonymized data in their operations.

[Robert Piasentin](#)

Speaker

Like the vehicles themselves, it is very common for data transmitted by connected and autonomous vehicles to cross borders. In particular, such data is often shared with parent companies or affiliates outside Canada. In this session, we will review the requirements and restrictions applicable to transferring and storing automotive data outside Canada.

[Lyndsay Wasser](#)

Speaker

Data Breaches in the Auto World

Many businesses use technology to aggregate and anonymize data for a variety of reasons, including more efficient marketing and product development. Do such activities put your company at risk? Can you do whatever you want with anonymized and aggregated data? In this session, we will discuss the risks and considerations that businesses should take into account when using such data in their operations.

[Mitch Koczerzinski](#)

Speaker

Québec's Bill 64: Impact on the Auto Industry

On September 22, 2021, Québec's Bill 64, *An Act to modernize legislative provisions as regards the protection of personal information*, received royal assent. Bill 64 introduces a new framework to fit the modern era of data protection and keep pace with international privacy developments. Organizations conducting an enterprise in Québec will be subject to several new requirements pursuant to Bill 64. This session will focus on key obligations relevant to the automotive industry, including requirements surrounding the collection of personal information through technological means, and obligations related to cross-border transfers or personal information.

[Marie-Eve Jean](#)

For more information, please contact us at events@mcmillan.ca.



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