

SMILE. YOU'RE ON CAMERA!



A review of the **Canadian perspective**
surrounding **Privacy & Security**
in an age of **sophisticated surveillance**

Introduction

We often hear the words Privacy and Security used interchangeably and see overlap in the implication of protection of information. These distinct areas of public confidentiality and protection of information can in fact be a less than harmonious relationship and at times, can be sacrificed in the name of one another. As advances in surveillance technology have made it possible to better track and target criminal activity, Canadians have heightened expectations surrounding the roles that both government and private business play in providing public safety – in fact, a majority are willing to sacrifice their own privacy for protection of the larger group.

Understanding the needs and desires of Canadian consumers, businesses and government has been integral to Panasonic's operations in Canada for more than 40 years. This study seeks to better understand the Canadian mindset and the shifting perceptions surrounding security and privacy, which has never been a more important area for investigation.

Recent events, both abroad and in Canada, have shed light on the importance of surveillance and resulting data, but questions surrounding privacy continue to emerge. The study surveyed over 1,500 Canadians representing every age demographic and across the country to better understand their expectations surrounding public security, where security is lacking, where advancements in surveillance are being celebrated, and when threats to our privacy have gone too far.

Research has already shown that there is growing concern for organizations around data security. According to the recent Forrester report: *Understand the State of Data Security and Privacy: 2013-2014*, data security made up the second largest portion of IT security technology budgets (17 per cent) in 2013, and it was projected that 35 per cent of firms planned to increase spending in 2014.ⁱ

Seeing that there is a growing concern that advances in technology may threaten the privacy of Canadians, this report will examine how Canadians feel about surveillance technology and provide perspective on this topic.

ⁱ*Understand The State Of Data Security And Privacy: 2013 To 2014, Forrester.*

When we want to know someone is watching

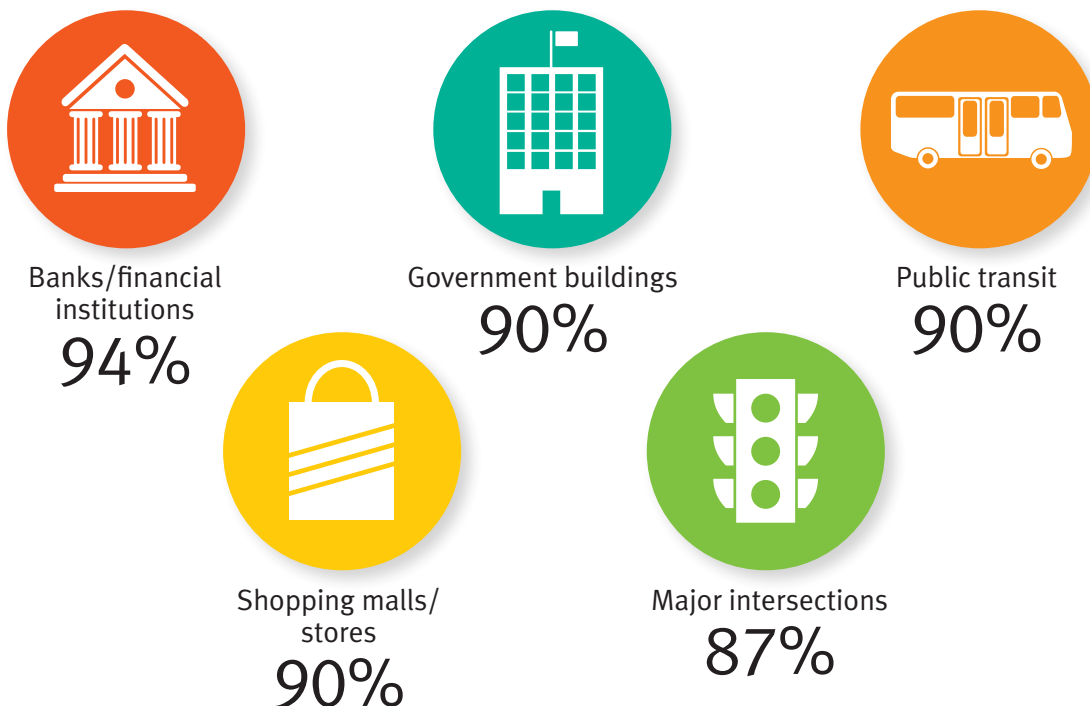
From the introduction of the Canadian Human Rights Act in 1977 to the Canadian Charter of Rights and Freedoms in 1982, and the Privacy Act introduced in 1983, privacy laws and legislation have evolved over time to meet advances in technology. When it comes to surveillance, private sector privacy laws are also evolving as the use of video surveillance by private organizations has increased in recent years. As technologies change and costs decrease, video surveillance is becoming more easily accessible to organizations of various sizes.ⁱⁱ

When it comes to public video surveillance, Canadians might be surprised to know that cameras are in more public places than would be expected and recent events have shown that the footage can be invaluable when helping to piece together criminal activity.

The study examines how Canadians feel about surveillance depending on the location, when they feel their privacy is being threatened and when they would prefer to know someone is watching.

In almost every instance, the majority of Canadians state a preference for surveillance cameras to be present. They were most in favour of security cameras in banks (94 per cent), government buildings (90 per cent), public transit (90 per cent), and shopping malls or stores (90 per cent), suggesting that they recognize the potential for criminal activity in these environments and want there to be surveillance to capture any wrongdoing.

SECURITY CAMERAS IN PUBLIC PLACES



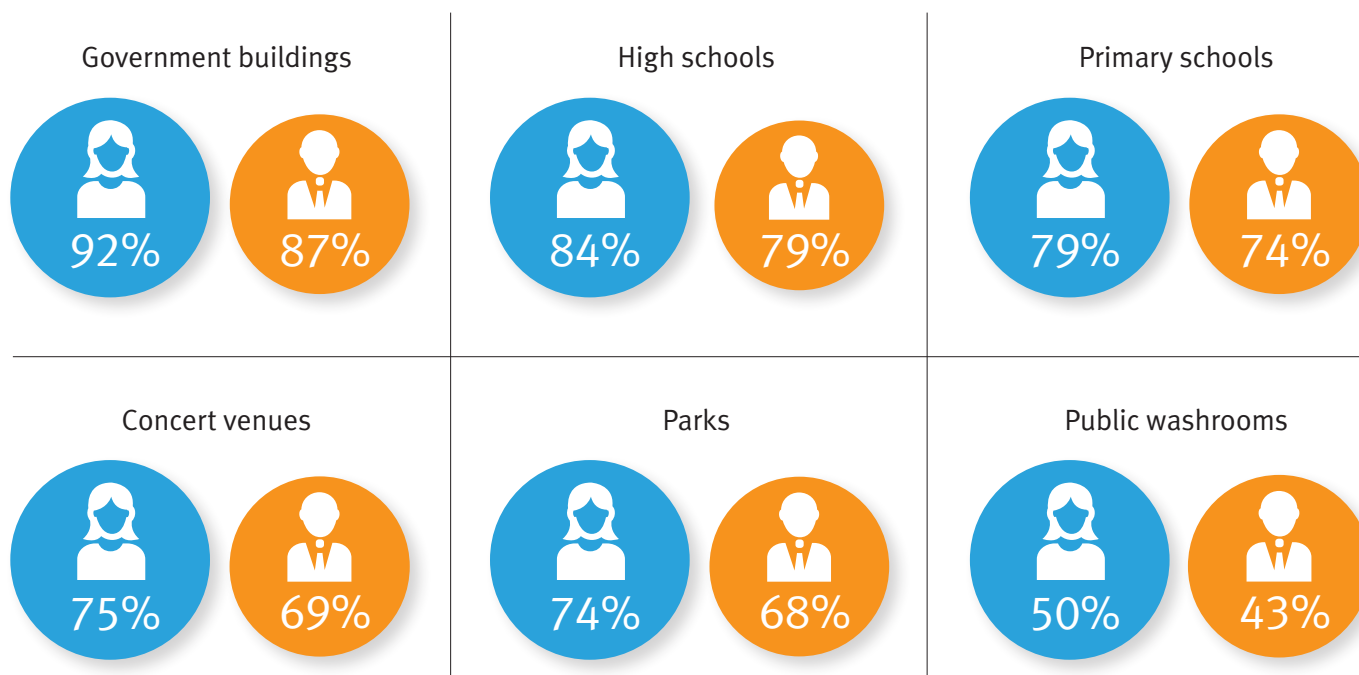
Canadians are most in favour of security cameras in banks (94%), government buildings (90%), public transit (90%), and shopping malls or stores (90%). Only about half support cameras in their place of employment (54%) or public washrooms (47%). Canadians 18-34 are consistently less likely to agree that cameras should be in any of the identified spaces compared to those aged 35+.

ⁱⁱGuidelines for Overt Video Surveillance in the Private Sector, Office of the Privacy Commissioner of Canada, March 2008.

Comfort levels appear to shift when surveillance enters areas that Canadians consider their personal spheres with only half in support of cameras in their place of employment (54 per cent) and slightly less in public washrooms (47 per cent).

Research also shows disagreement between the sexes surrounding where surveillance should be present with women being much more likely to agree that cameras should be present in public spaces than men.

WOMEN VS. MEN ON PUBLIC SURVEILLANCE



There is also a shift in perspective around public surveillance across various age groups. Canadians aged 18-34 are consistently less likely to agree that cameras should be in any of these identified spaces compared to those Canadians aged 35+.

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Protection through deterrence and public surveillance

If you knew a camera was watching, would you do things differently? In a report from the Information and Privacy Commissioner of Ontario referencing the Boston Marathon as a recent example, research determined that, in certain instances, “cameras including privately owned and operated cameras can serve as an effective tool in the detection, arrest, and prosecution of offenders.”ⁱⁱⁱ

And, it turns out that more than one third of Canadians would modify their behaviour if they knew their actions were being captured on camera; this portion increases to half of all Canadians when looking at those aged 18-34.

While the key purpose of surveillance in public spaces is to protect the greater good rather than monitor individuals’ actions, law-abiding Canadians have strong views when it comes to being captured on camera. Seventy-eight per cent of Canadians say that security cameras should be identified when you enter a public space and two thirds of Canadians (66 per cent) say advances in technology are threatening their privacy.

However, a majority (62 per cent) are willing to sacrifice that privacy to create safety for the larger group and another 70 per cent agree Canada should invest more in surveillance in public spaces, feeling that cameras play a key role in fighting crime and/or ensuring public safety.

More than three-quarters (76 per cent) of Canadians agree that security cameras deter crime and a large number agree the increase in public participation in surveillance makes them feel safer (71 per cent). More than half of Canadians (52 per cent) agree that advances in technology are making it harder for people to participate in criminal activity.





Fifty-six per cent of Canadians own a smartphone^{iv} with video capabilities. Smartphones are largely used for communication purposes between known individuals, yet with the enhanced capabilities of capturing, storing and transferring information provides users with an array of new features that weren’t present until quite recently. These features and capabilities have led to a number of questions surrounding security and privacy.

*Canadians are viewing surveillance,
taking their own footage and
sharing it.*

ⁱⁱⁱSurveillance, Then and Now: securing privacy in public spaces, Information and Privacy Commissioner, June 2013.

^{iv}Smartphones: Canadians increasingly attached to their mobile devices, TheStar.com, July 2013.

VIEWING AND TAKING PUBLIC VIDEO

	I have watched security video footage on the news or on social media	62%
	I have taken a video on my mobile device in a public area	33%
	I have taken a video or picture of a stranger in a public area without their knowledge	13%
	I have shared a picture or video of a stranger to my social networks	11%
	None of the above	26%

Nearly three quarters (72 per cent) of Canadians have viewed, taken, or shared footage of public places. From that 72 per cent: 62 per cent have watched security video footage on the news or on social media, 33 per cent have taken a video on a mobile device in a public area, 13 per cent have taken a video or picture of a stranger in a public area without their knowledge, 11 per cent have shared a picture or video of a stranger to their social networks.

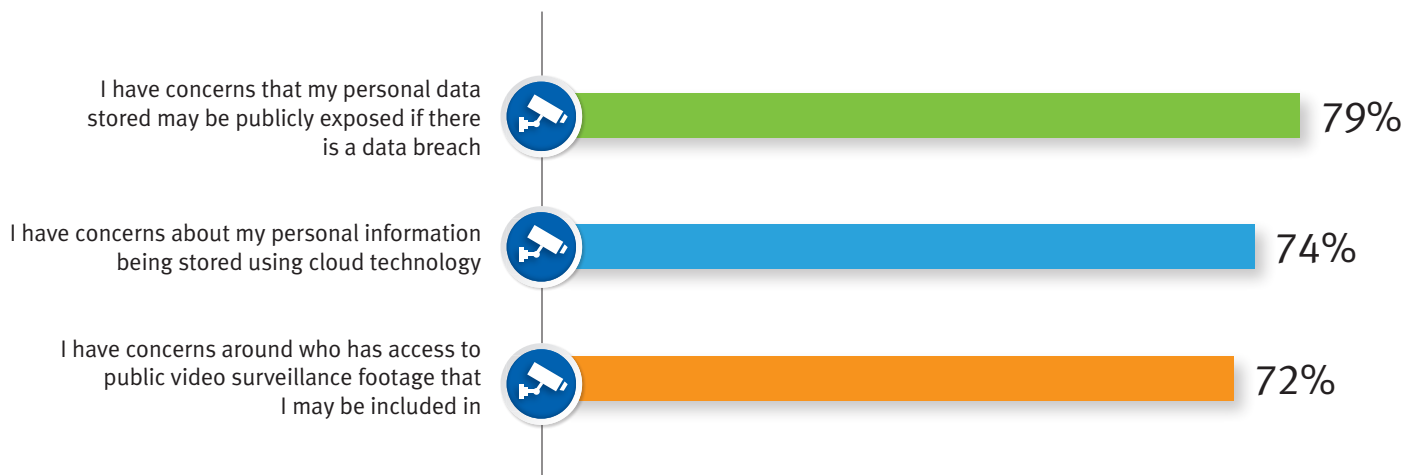
Many Canadians (72 per cent) have consumed or captured video footage taken with a mobile device and not surprisingly, it's much more concentrated in the 18-34 demographic (80 per cent vs. 66 per cent of Canadians, age 45+).

Data usage, storage, comfort and safety

With recent high-profile data breaches such as the celebrity iCloud leak of personal photos, data security and storage have never been more top of mind for Canadians. Protecting personal information remains very important to Canadians, yet this study reveals that Canadians have less concern over being captured in public surveillance footage than how the footage is being used, stored and shared.

An overwhelming majority (75 per cent) are comfortable knowing that public video surveillance footage that they may be included in has the potential to be accessed on a need-to-know basis by law enforcement.

CONCERNS AROUND STORAGE AND ACCESS



Seventy two per cent have concerns around who else has access to public video surveillance footage where they could appear, 74 per cent have concerns about their personal information being stored using cloud technology, and 79 per cent have concerns that their personal data stored may be publicly exposed if there is a data breach.

Awareness is one of the key factors affecting comfort level, as 45 per cent of Canadians have concerns about being captured on security cameras without their knowledge, and 71 per cent have concerns on how public video surveillance footage that they might be included in may be used in the future.

Canadians agree that security cameras deter crime (76 per cent) and that having surveillance in public spaces makes them feel safer (71 per cent), yet, 70 per cent have concerns around how long their personal information and video surveillance footage is archived for by organizations. And, 62 per cent have concerns that video surveillance footage that they might be included in could be used for discriminatory purposes.

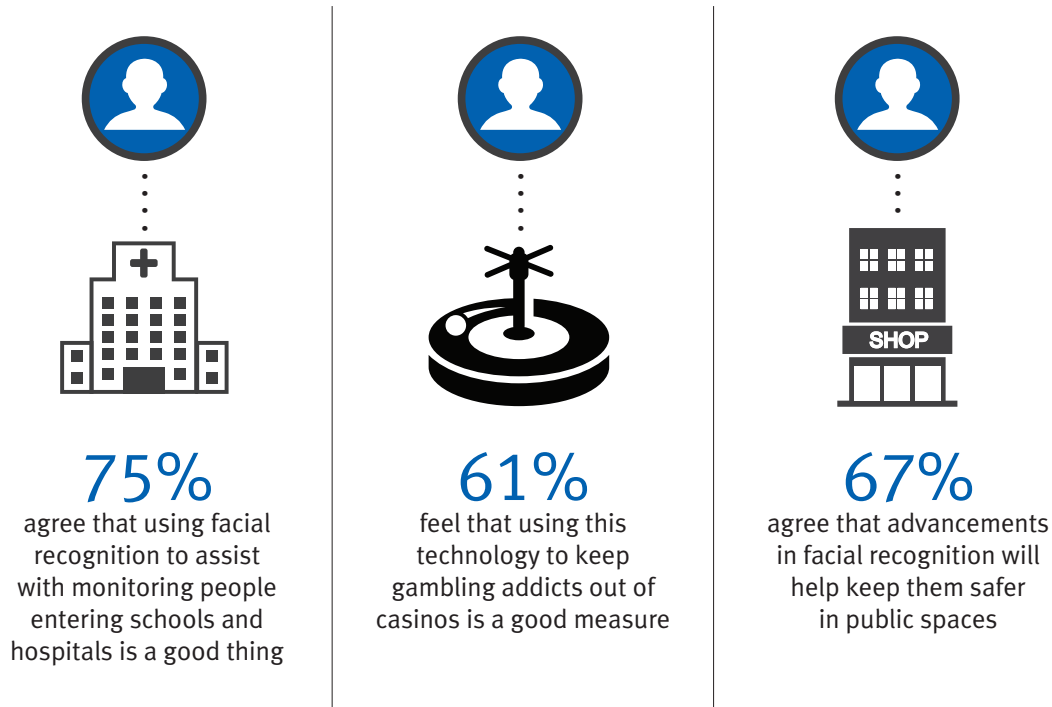
Up close and personal

Facial recognition technology has been studied and improved upon over time, but to Canadians it is still a relatively new approach to security, and one where there are different interpretations of the technology depending on the use and location.

There is a strong chance that Canadians have already come ‘face-to-face’ with facial recognition technology when they are issued a driver’s licence or when entering certain institutions like banks, schools, government buildings and medical facilities as this technology is being quickly adopted to provide safety, detect fraud or locate specific individuals in public spaces across Canada. In 2014, the Calgary Police Service became the first emergency personnel in Canada to start using facial recognition software to match suspects against a mug shot database and the FBI has recently adopted this technology in the U.S.

In general, Canadians support the use of facial recognition technology when they consider their own safety and the safety of those around them:

FACIAL RECOGNITION TECHNOLOGY



Only two-in-five (42 per cent) Canadians express discomfort with surveillance running their photo through a database. In fact, Canadians aged 18-34 are less likely to agree that more public facilities should be equipped with surveillance systems involving facial recognition technology that identifies who is entering the space (57 per cent). Those aged 65 and older felt the strongest that more public facilities should be equipped with this technology (79 per cent) and indicated they feel that advancements in facial recognition will keep them safer (73 per cent).

Women are also more likely to agree that more public facilities should be equipped with surveillance systems that identify who is entering them (72 per cent vs. 67 per cent of men) and are more likely to feel comfortable knowing that surveillance footage they are included in may be accessed by law enforcement (77 per cent vs. 72 per cent of men).

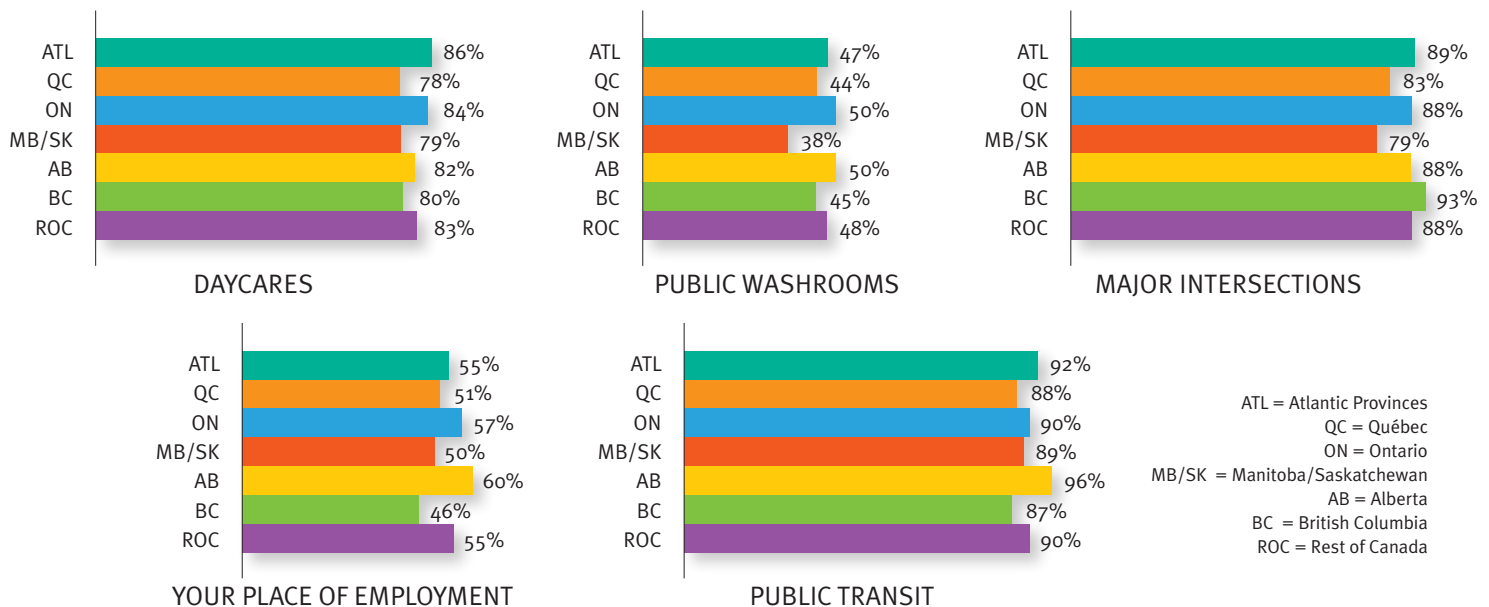
*Those aged 65 and older felt the strongest that **more public facilities** should be equipped with facial recognition technology*

Regional differences

Overall, Canadians are generally united on their outlook regarding public safety and tend to fall within a very small margin in their attitudes regarding surveillance and the role it plays in their protection.

Respondents from Ontario were the most likely to agree that cameras should be present on city streets (76 per cent vs. 69 per cent of the rest of Canada).

WHERE DO CANADIANS WANT TO SEE SURVEILLANCE IN THEIR PROVINCE?



Albertans are all for surveillance while Quebecers are less likely to agree

Residents of Alberta are more open to surveillance technology than the rest of Canada and are the least camera shy when it comes to surveillance, giving them a sense of security.

Albertans are most likely to agree that public surveillance deters crime (83 per cent vs. 73) and are mostly in agreement that the general public has been supporting their safety by capturing criminal activity on their mobile devices (75 per cent vs. 67). Albertans are also most willing to sacrifice their privacy if it will create safety for the larger group (71 per cent vs. 61 per cent of the rest of Canadians).

Quebec residents on the other hand most heavily disagreed with the statement that they behave differently when on camera (64 per cent vs. 53 per cent of the rest of Canadians) and don't feel that advances in technology have made it harder for people to participate in criminal activity (49 per cent vs. 40 per cent of the rest of Canadians). They are also least willing to sacrifice their own privacy to create safety for the larger group (44 per cent vs. 29 per cent of the rest of Canadians).

In conclusion: Canadians surveyed feel safer with surveillance

Canadians understand the need for surveillance and the findings in this study reveal that for a sense of security, most want to know someone is watching, but also when someone is watching.

The report uncovered a strong desire among Canadians to understand how footage is being stored, used and destroyed, which is useful for lines of government and business to understand when introducing new measures of safety. There are definite differences that exist between men and women and their comfort levels with surveillance and between older and younger generations who have different expectations when it comes to their own privacy.

Advances in technology, like facial recognition, appear to be welcomed as a greater form of security for the majority of Canadians who believe that Canada should invest more in surveillance in public spaces.



Looking ahead

The topic of Privacy and Security will no doubt continue to be discussed among various organizations and individuals as security system providers continue to introduce new advancements in technology. Ultimately, the Canadian perspective will be critical to understanding the ways in which government and business can help support public safety and the importance of communication surrounding their use of technology in this endeavor.

About Panasonic

Panasonic is one of Canada's most trusted, reliable brands, helping people live better and work smarter. This reputation has been fostered by consistently delivering high-performance technology to enhance the lives of Canadians at home, at work and in the communities that surround them. A leading provider of integrated business technology solutions, Panasonic Canada Inc. supplies security and surveillance systems to a broad range of facilities from legislative buildings to academic institutions to retail environments.

REPORT METHODOLOGY

A survey of 1,517 Canadians was completed online between January 19 and January 22, 2015 using Leger's online panel, LegerWeb. A probability sample of the same size would yield a margin of error of +/- 2.5%, 19 times out of 20.

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