



The Canadian Public
Relations Society, Inc.
La Société canadienne
des Relations publiques, Inc.

Confidentiality and Privacy Declarations

Confidentiality has been defined by the [International Organization for Standardization](#) (ISO) as "ensuring that information is accessible only to those authorized to have access". Confidentiality also refers to an ethical principle associated with the practice of public relations, where members may not share information received from a client or employer without consent. This principle is imbedded in the Code of Professional Standards.

In light of the above definition of confidentiality, I affirm that I will treat any and all information that comes to me in my role as *(add title President, Vice President, Chair of Committee or Council member, etc.)* in the CPRS *(add name of Society Board, Committee or Task Force)* as confidential and I will only disclose that information which may be necessary as directed by the Executive Director of CPRS.

Signature

Name (please print)

Date

Privacy can be defined as the right of individuals to control access to information about themselves, and to have the right to consent to the ways in which information about them is used, shared and retained. CPRS is covered by the provisions of federal privacy legislation, *The Personal Information and Electronic Documents Act*, as an organization that collects, uses and discloses personal information across provincial borders. Personal information is information that would identify a particular individual and includes details such as employment and educational history.

In light of the above definition of privacy, I affirm that I will not disclose any personal information about any member that comes to me due to my role in the CPRS *(name of Board, Committee or Task Force)* without prior authorization from the Executive Director of CPRS.

Signature

Name (please print)

Date

NB: In the event that a member fails to adhere to these expectations of confidentiality and privacy, the matter will be referred to the Judicial and Ethics Committee for investigation. The investigation will be conducted as outlined in the Society's Regulations (Part XII).