

PRIVACY IMPACT ASSESSMENT

Name of Department:	UFV Marketing		
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Program Manager:	Laura Authier		
Email:	Laura.Authier@ufv.ca	Phone:	

1. What is the initiative?

Academica Group Inc. ("Academica") is conducting, on behalf of UFV, a brand research survey of high school students, the general population, and academics working at other institutions. It will also survey current UFV undergraduate and graduate students, UFV alumni, UFV donors, and UFV faculty, staff and administrators.

2. What is the scope of the PIA?

The scope of the PIA is the entire survey initiative, specifically the design of the survey instrument, the manner in which the survey will be carried out and in which the results will be reported.

3. What are the data or information elements involved in your initiative?

The survey instrument which will be administered by Academica is intended to gather responses from individuals that are non-personally identifiable. See the survey instrument that is attached as Appendix "A."

UFV will disclose to Academica the following additional demographic information for each of our current students and Alumni in a non-personally identifiable fashion:

- Credential
- Program/faculty
- Year of study / Year graduated
- Full-time/part-time
- Domestic/international

The purpose of providing this additional demographic information is to assist Academica in carrying out their analysis of survey responses.

3.1 Did you list personal information in question 3?

No

4. How will you reduce the risk of unintentionally collecting personal information?

To ensure that the demographic information about survey respondents will not be personally identifiable, UFV will not disclose the credential for any program and year in which less than 10 graduates received a given credential.

To ensure that survey answers cannot be linked to an individual respondent, Academica will provide UFV with survey links that will be sent out by UFV’s Marketing department. The links will not be sent by Academica and therefore the survey responses cannot be linked to an individual respondent.

SIGNATURES

This PIA accurately documents the data elements, information flow, and information about disclosure and storage outside of Canada at the time of signing. If there are any significant changes to the overall initiative, including to the way personal information is collected, used, stored, or disclosed, the program area will engage with the UFV Privacy Office and if necessary, complete a PIA update.

Role	Name	Electronic signature / Date
Initiative Lead	Laura Authier	 Digitally signed by Laura Authier Date: 2022.01.24 15:58:53 -08'00'
Privacy Officer/ Legal Counsel	Stephen Gaspar	 Digitally signed by Stephen Gaspar Date: 2022.01.24 15:12:34 -08'00'

Appendix "A"

See the Survey Instrument that immediately follows this page

Online Survey Instrument

PROJECT PURPOSE

s. 21, s. 17, s. 13

SURVEY ADMINISTRATION

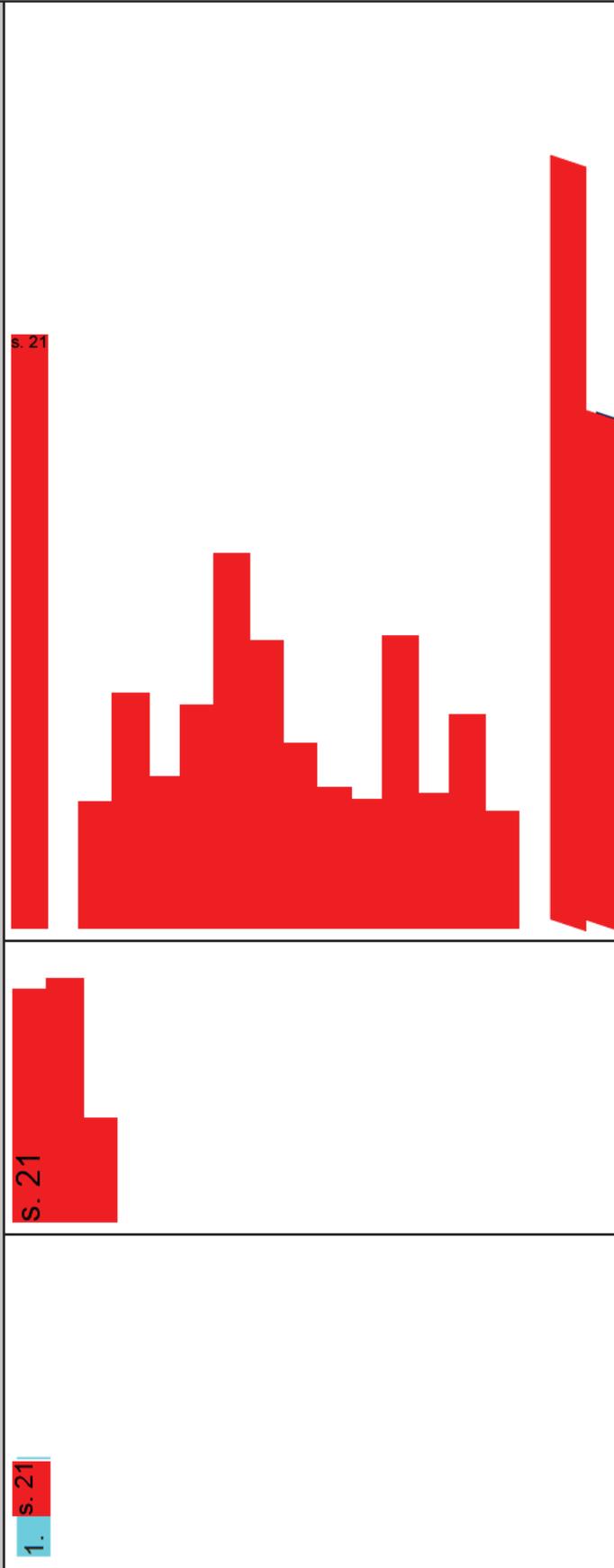
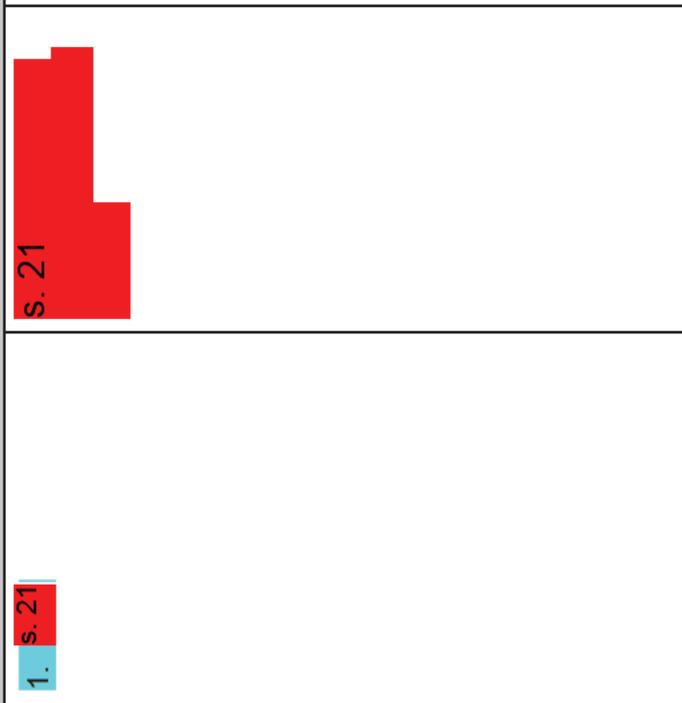
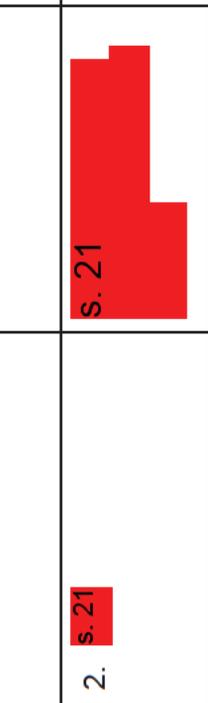
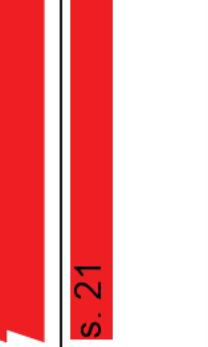
- January 12-28, 2022

TARGET AUDIENCE DESCRIPTION

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INSTRUMENT

Question number and variable name	Target	Question
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3. s. 21

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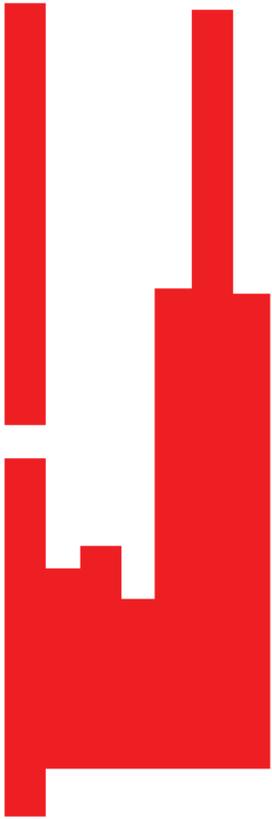
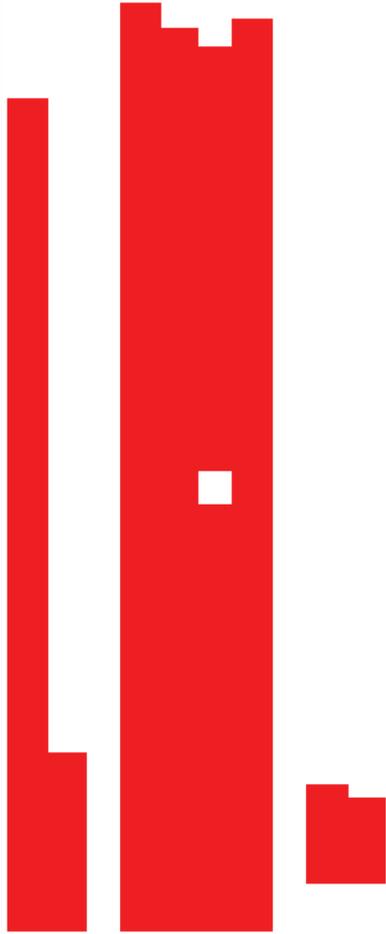
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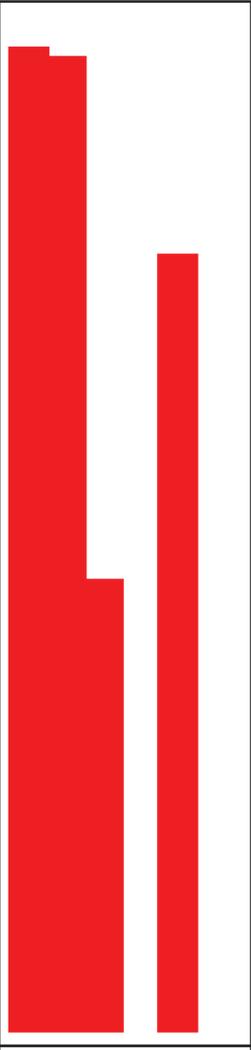
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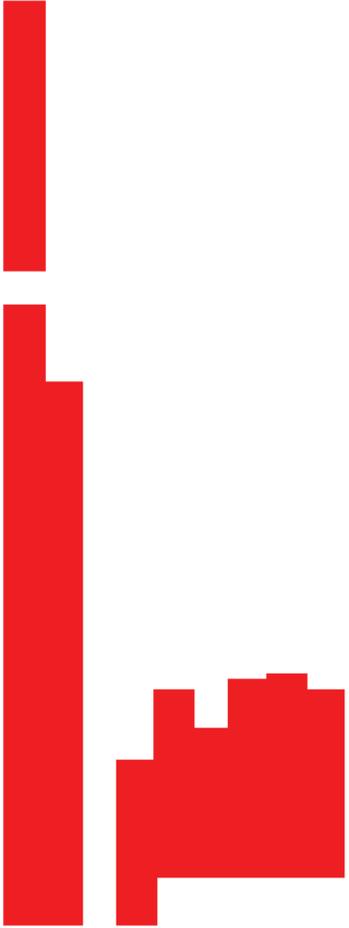
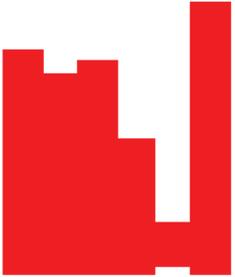
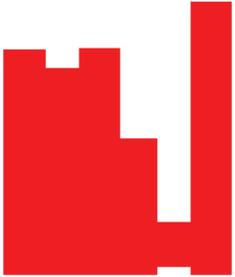
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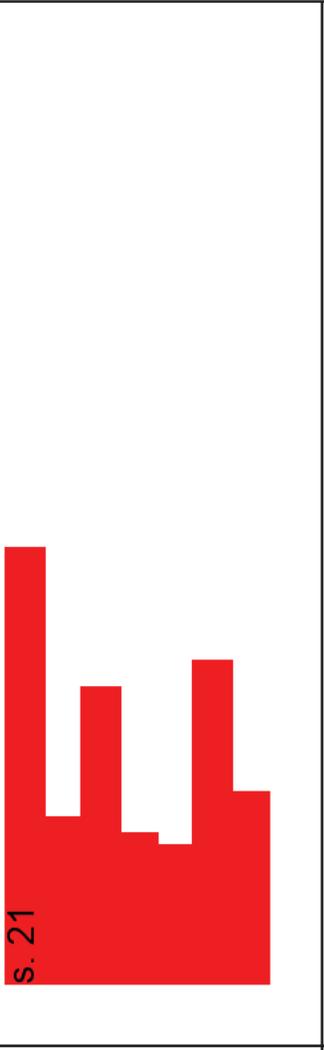
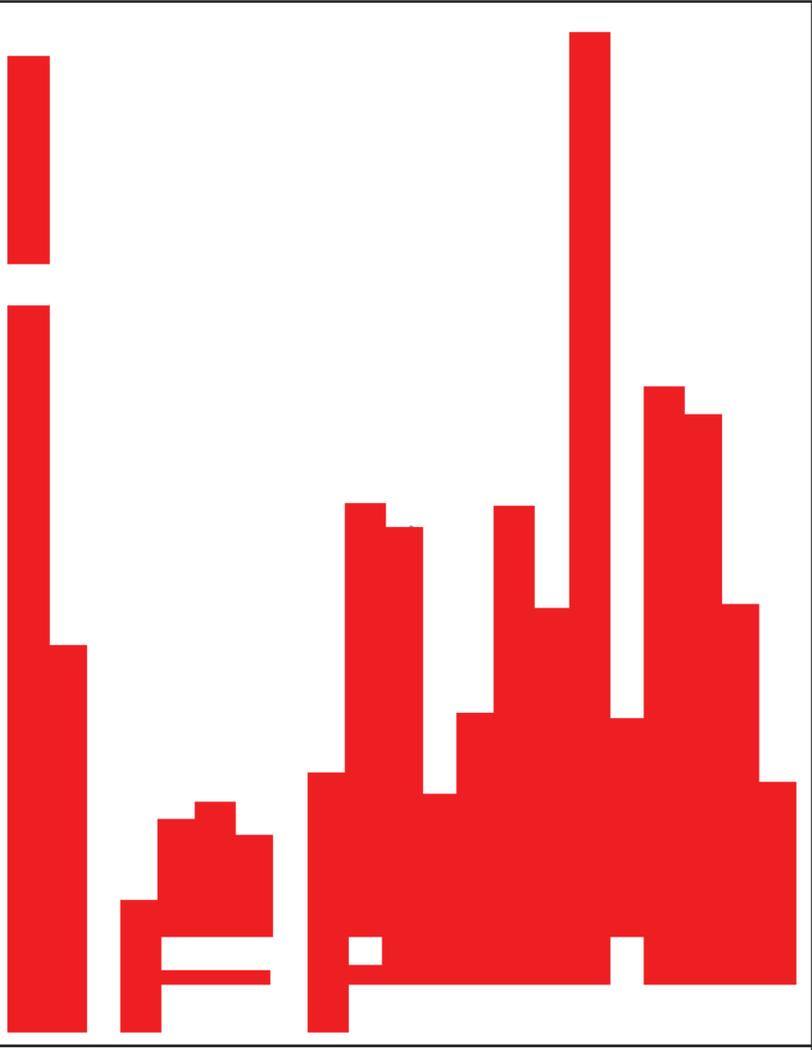
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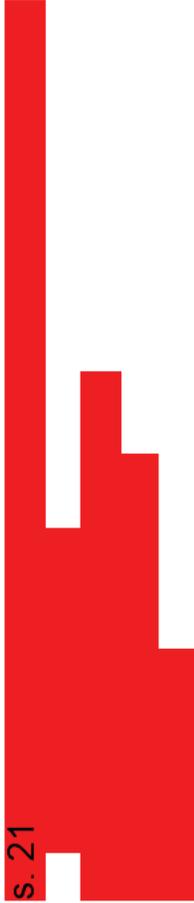
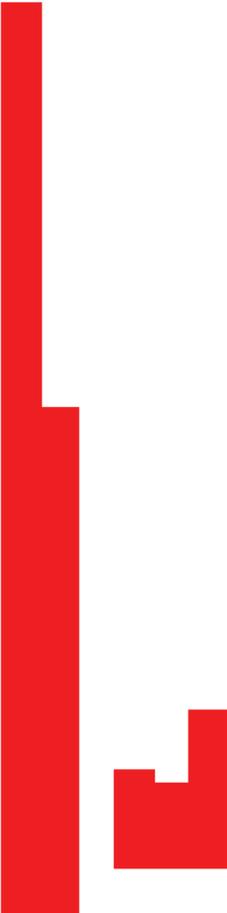
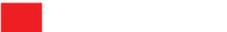
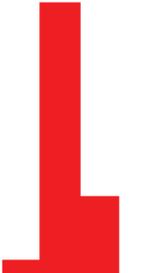
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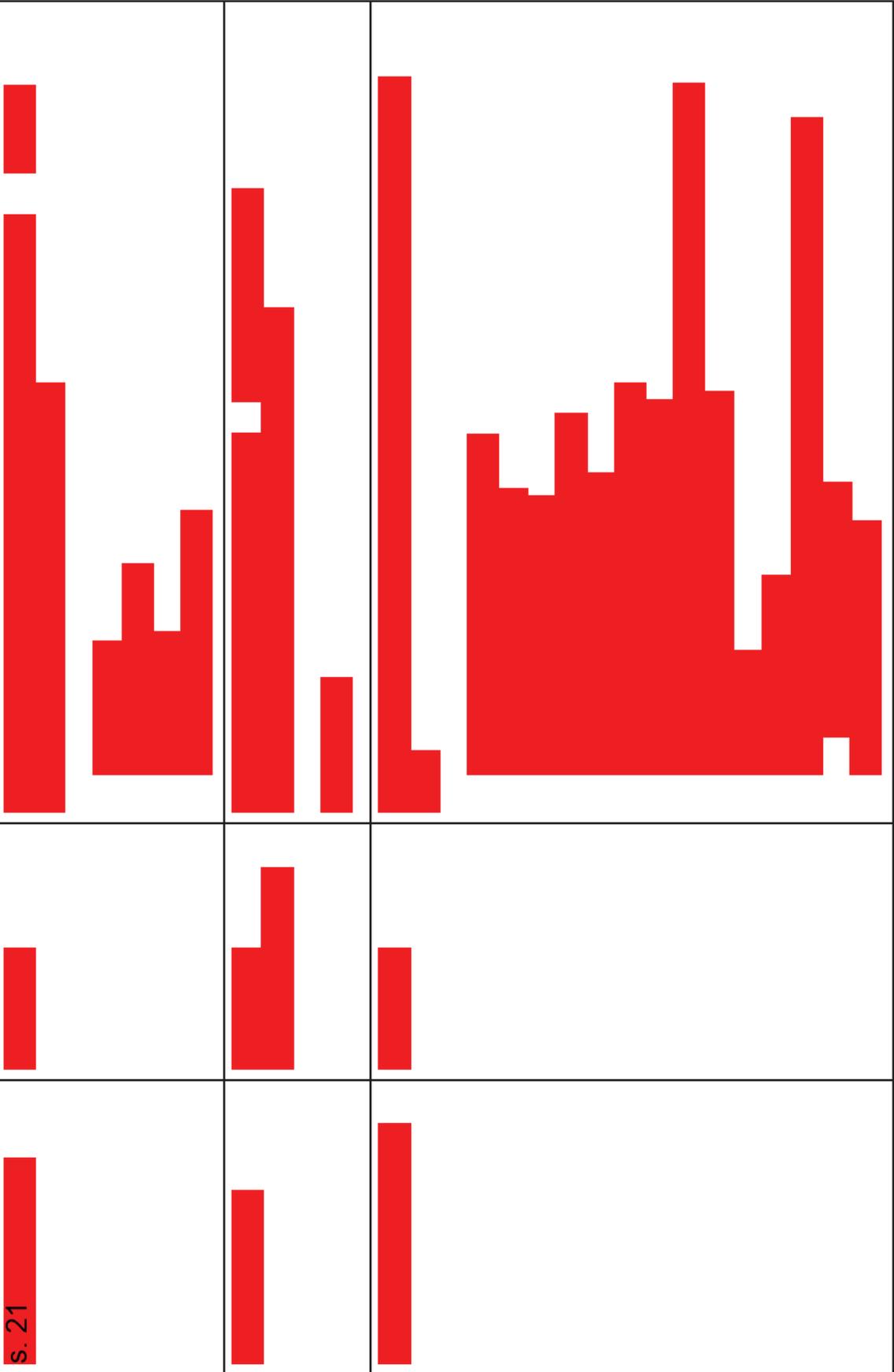
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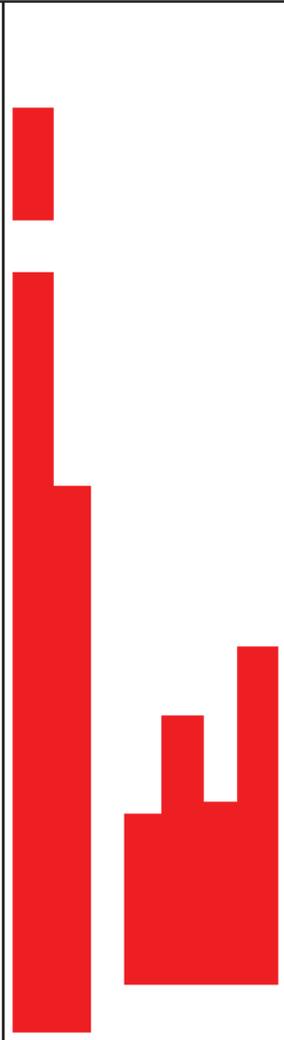
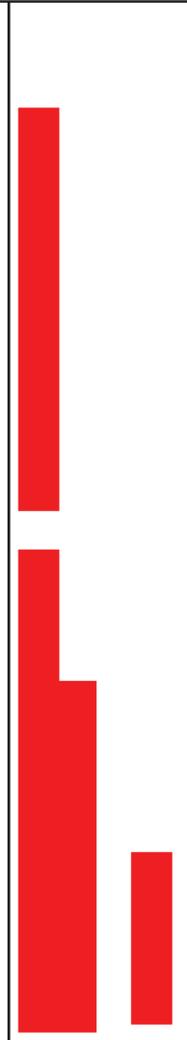
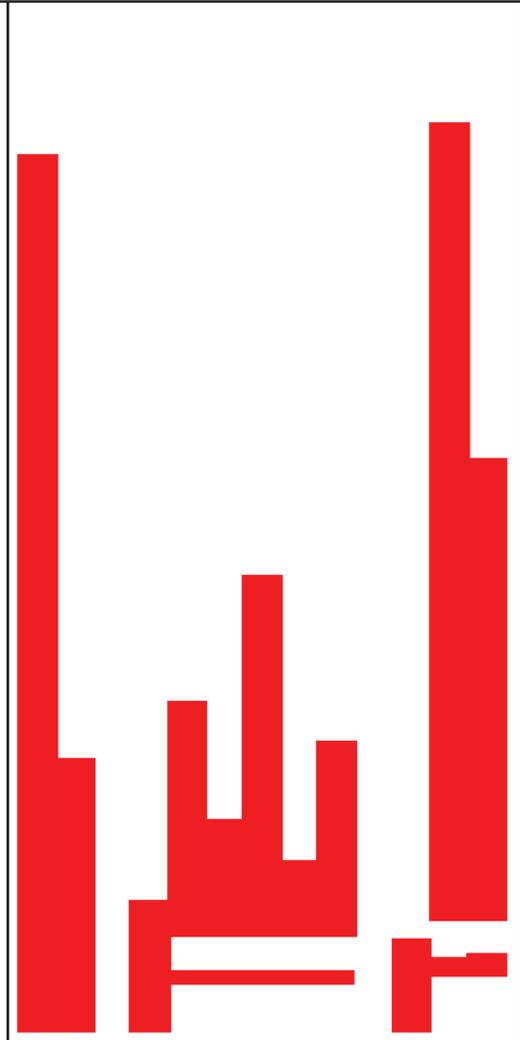
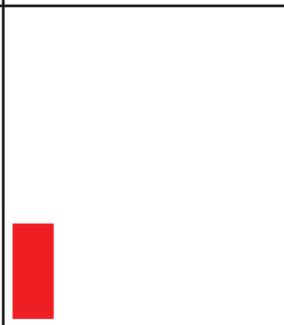
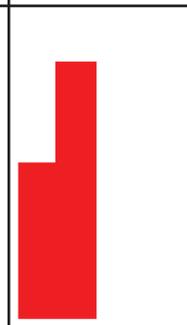
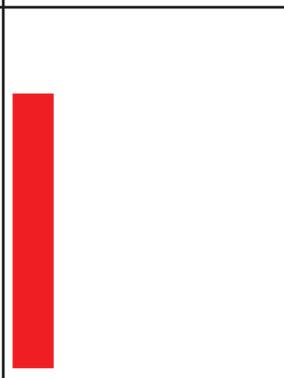
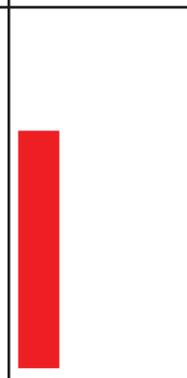
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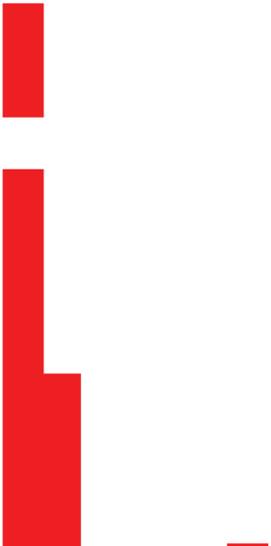
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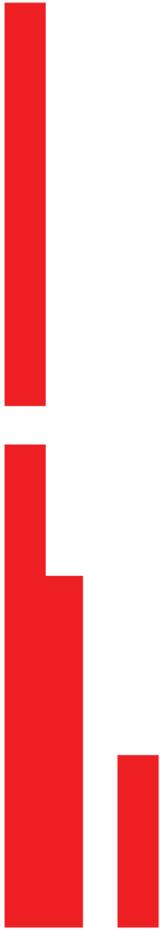
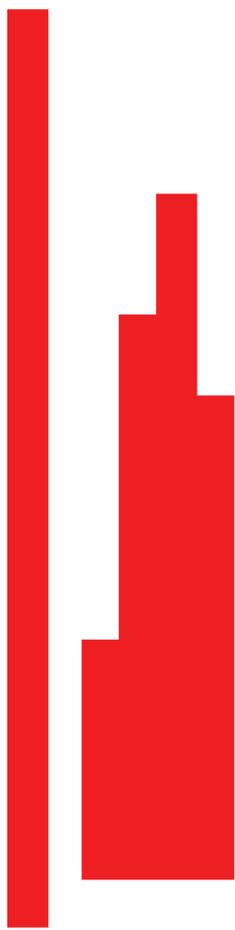
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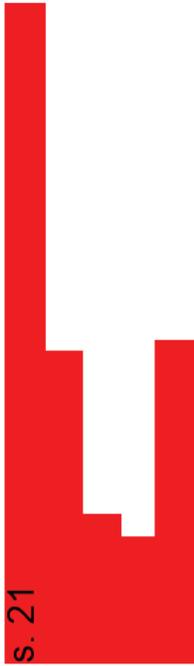
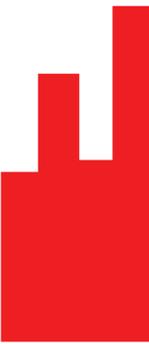
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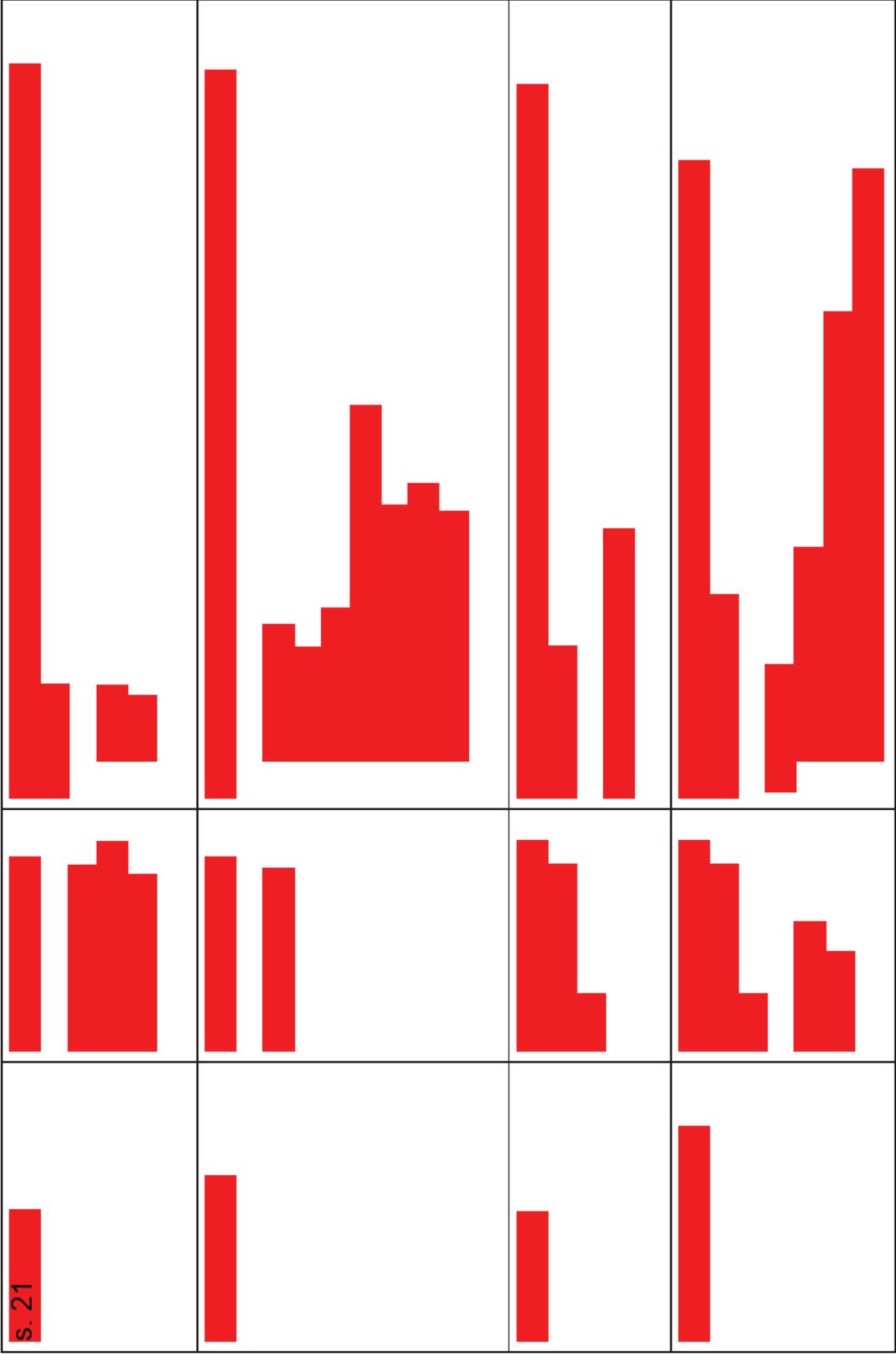
			
			
			

	
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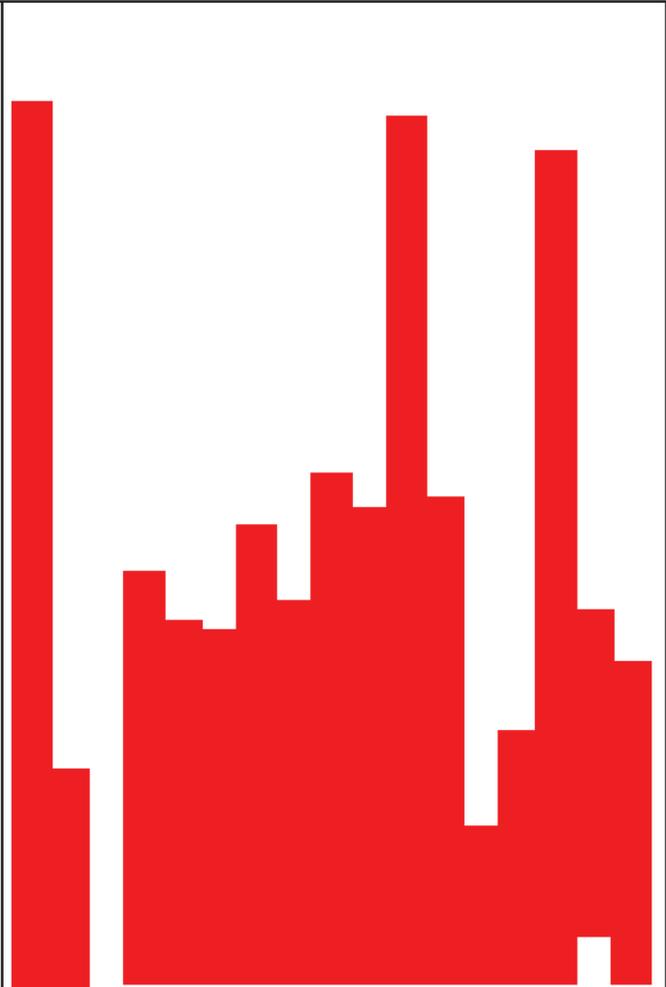
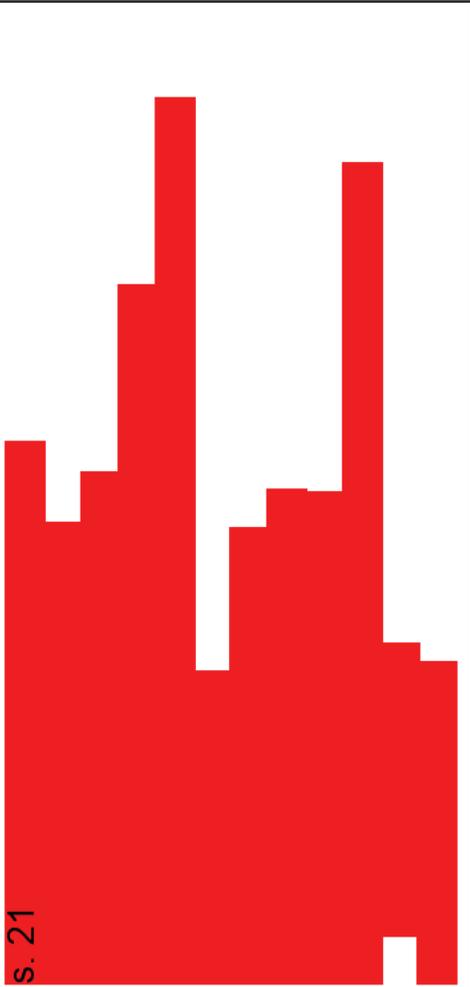
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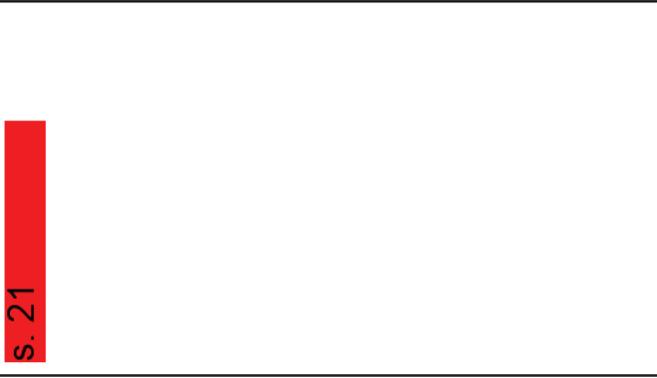
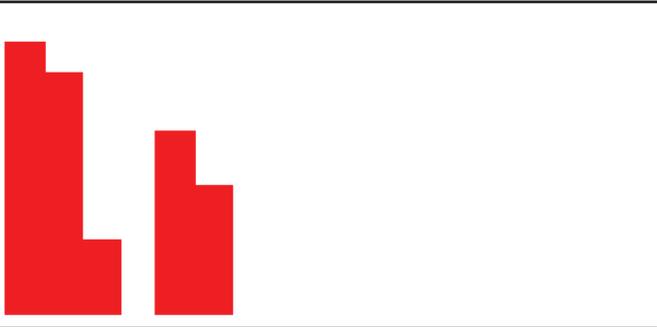
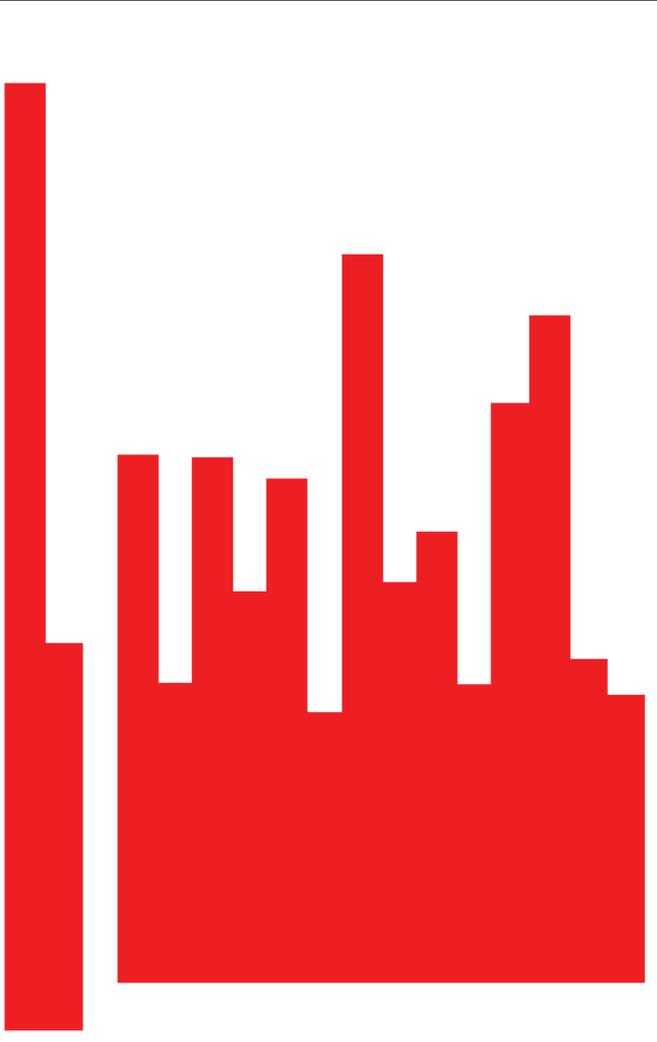
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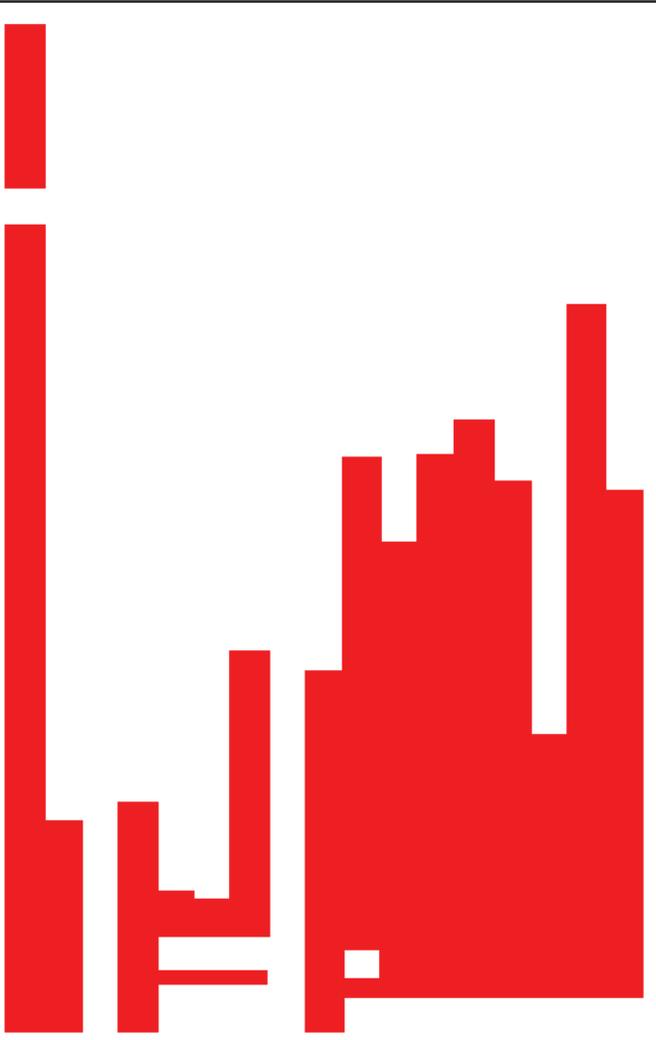
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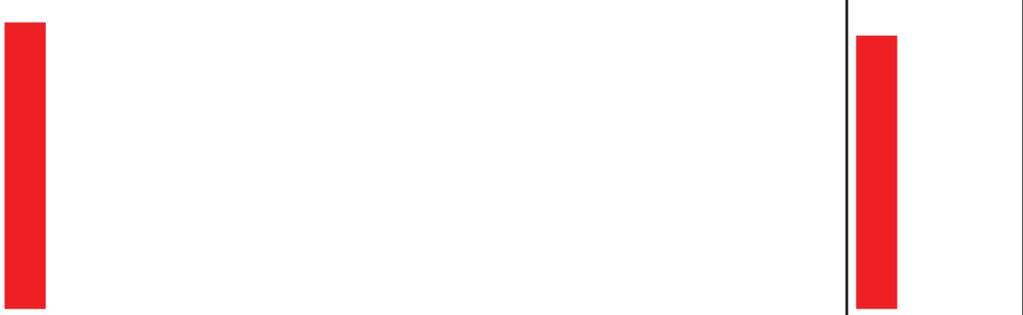
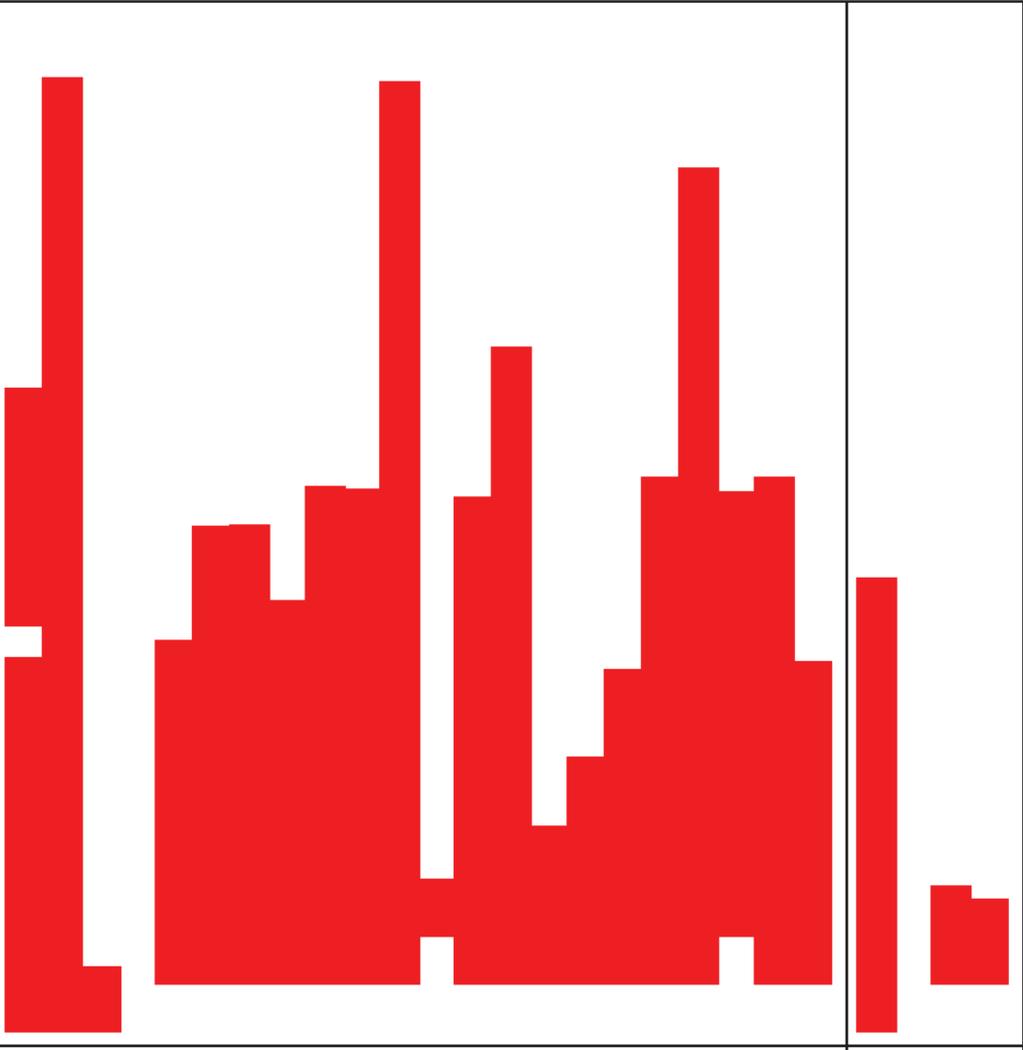
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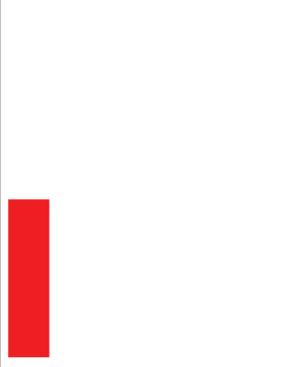
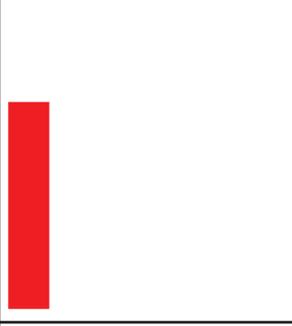
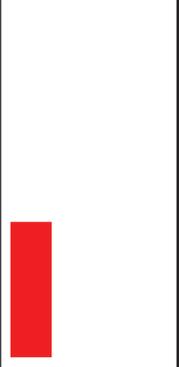
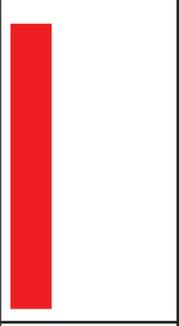
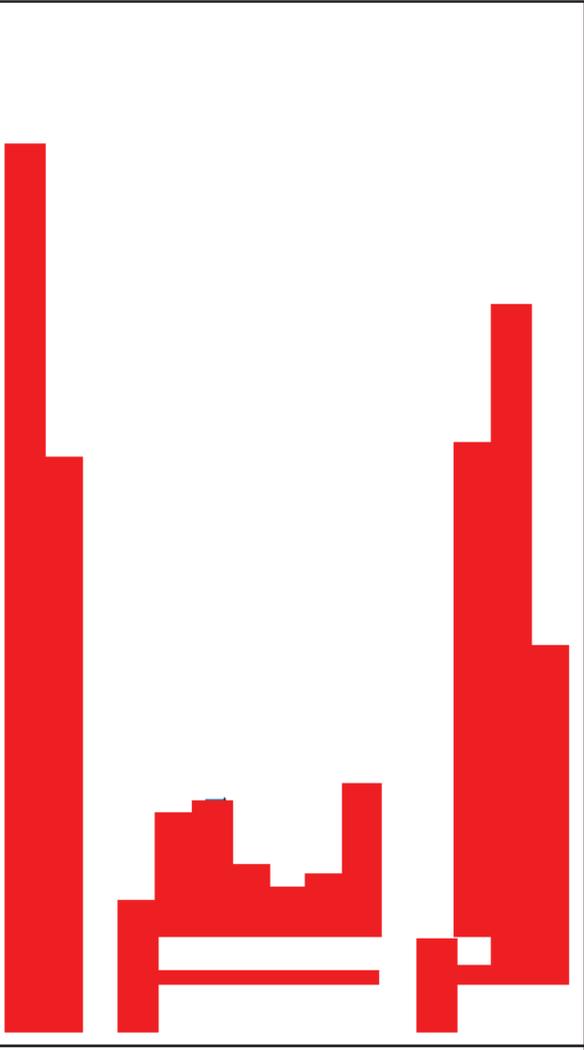
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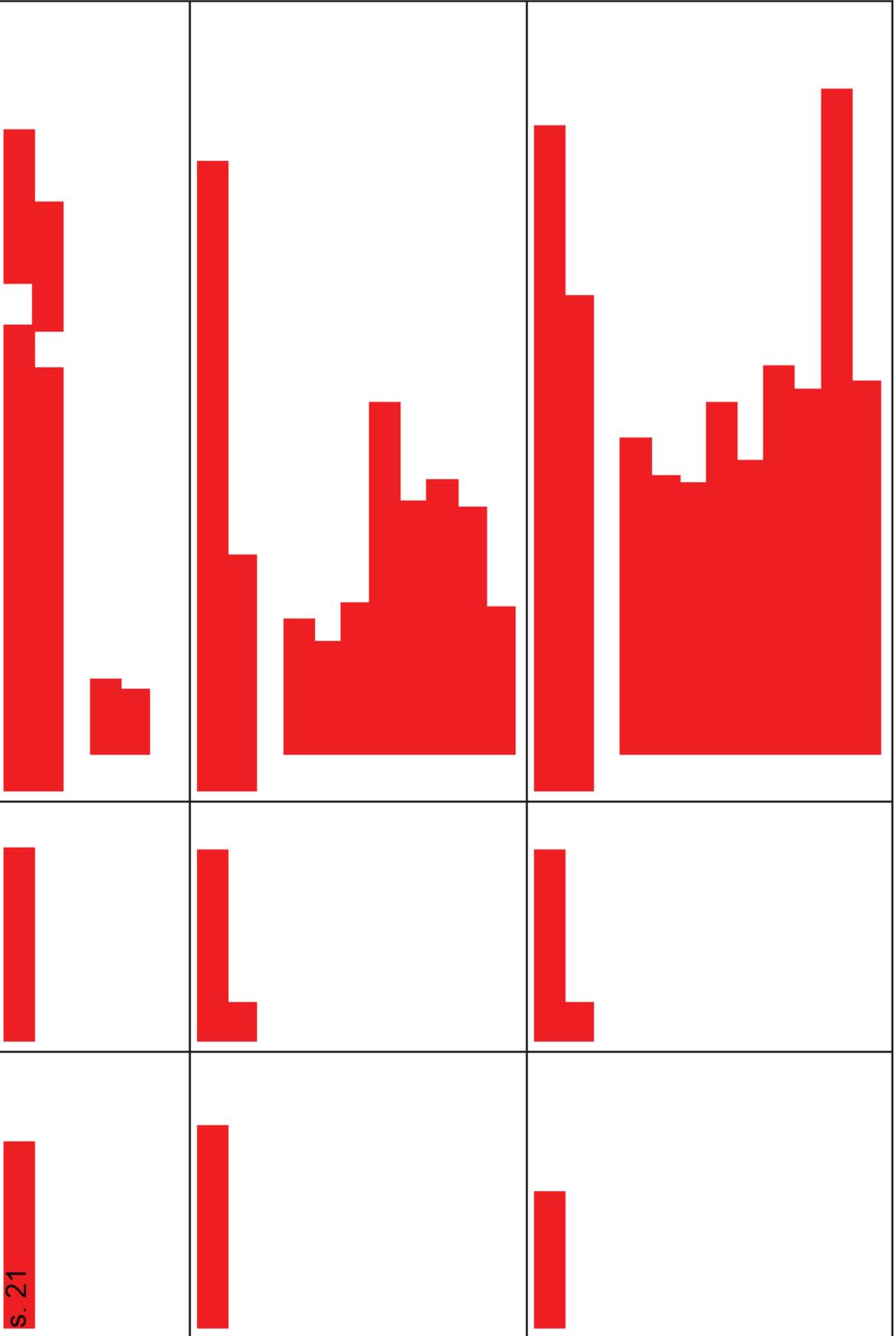


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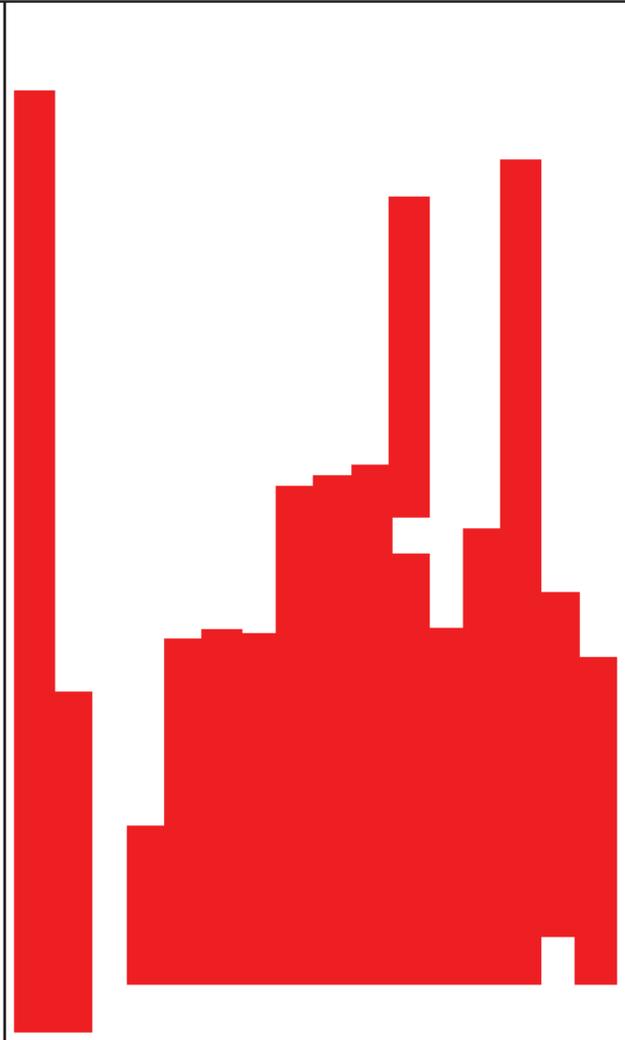
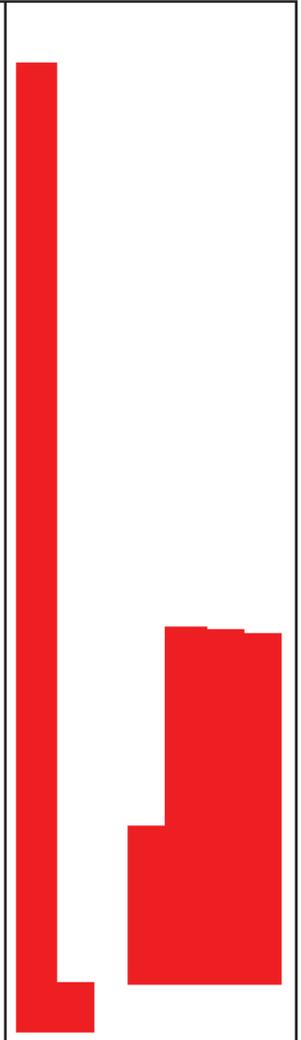
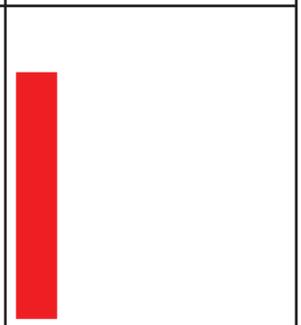
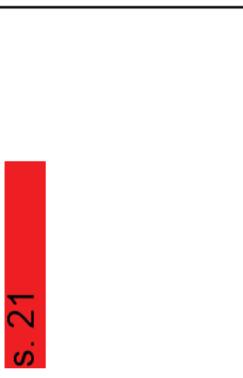
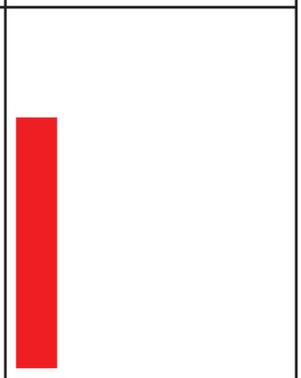
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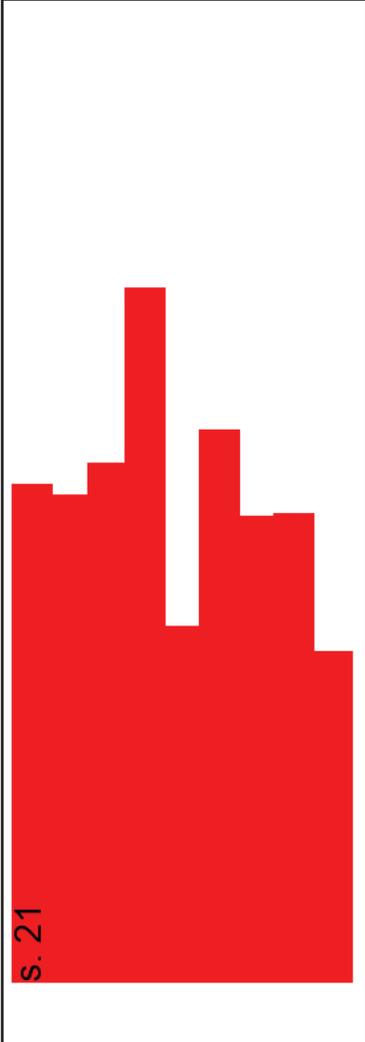
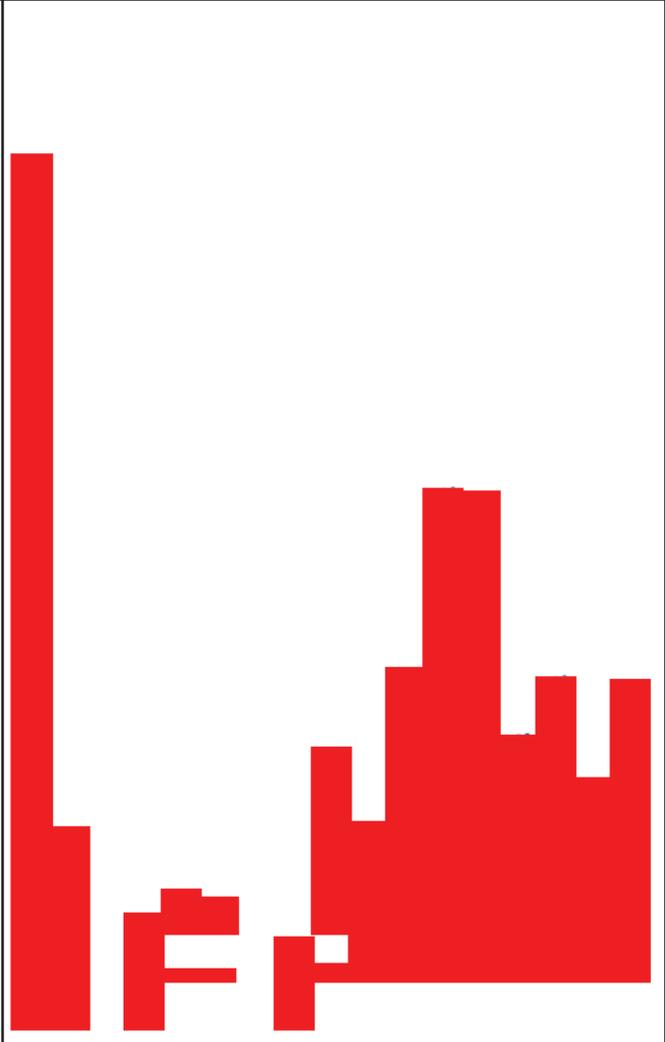
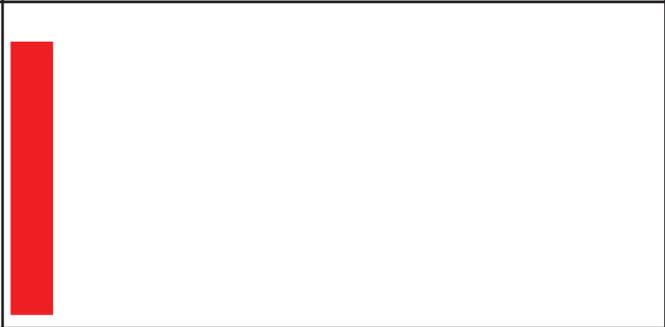
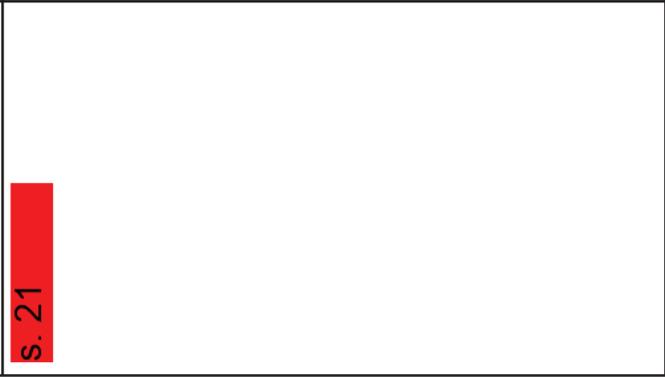
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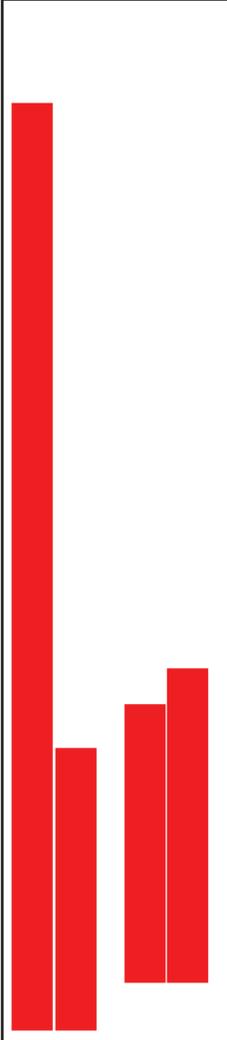
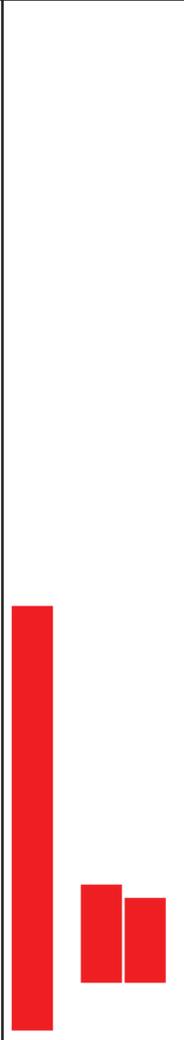
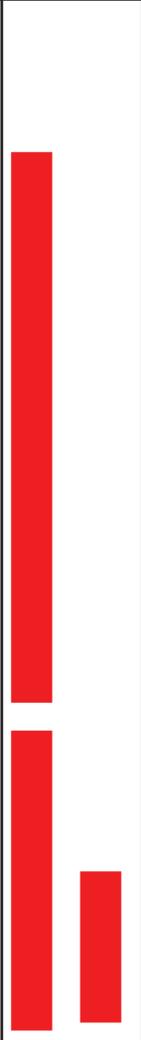
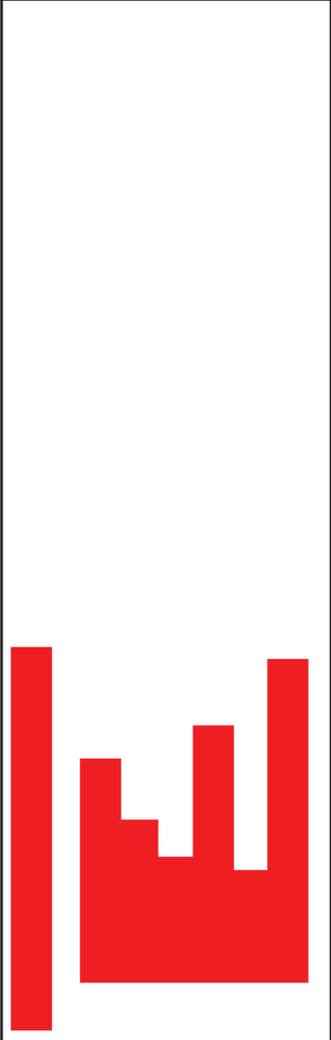
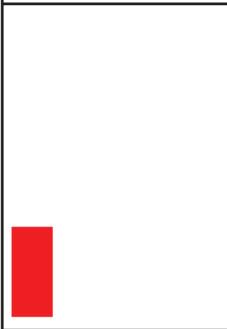
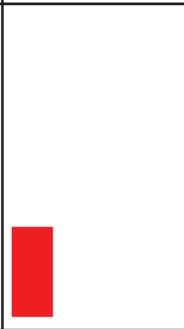
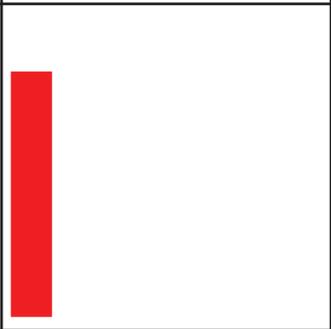
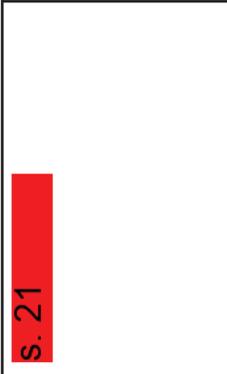
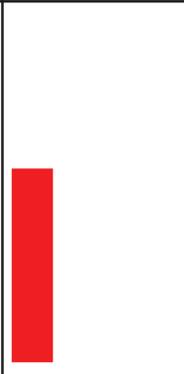
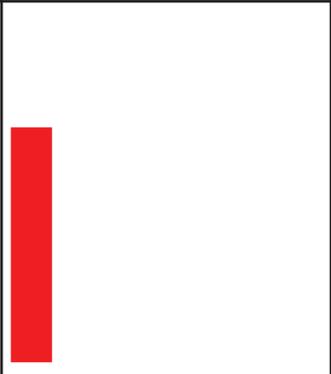
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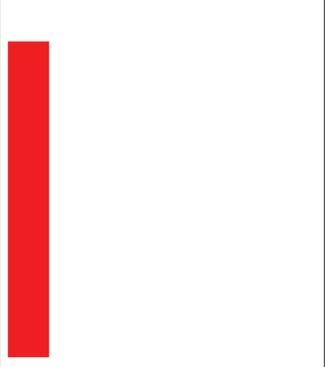
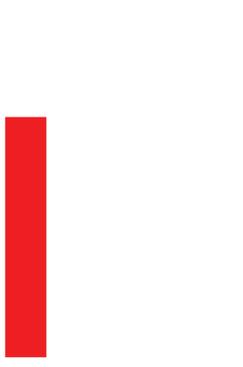
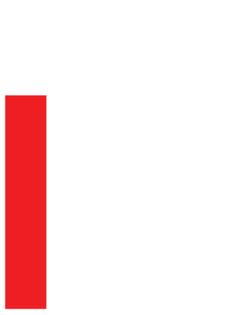
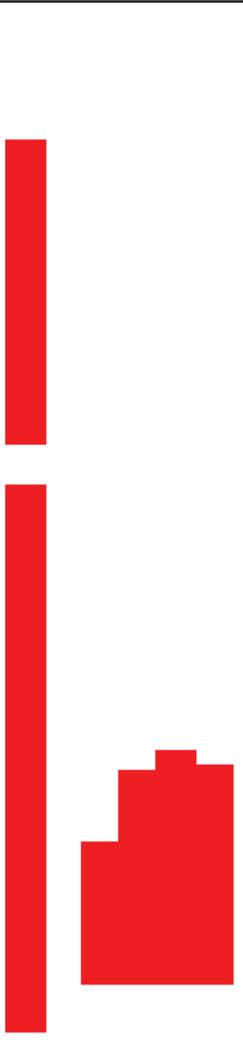
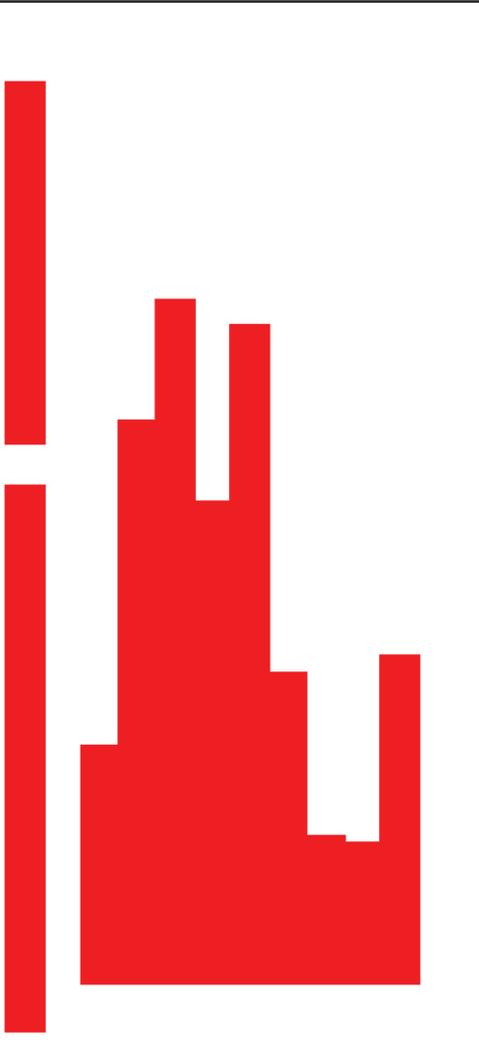
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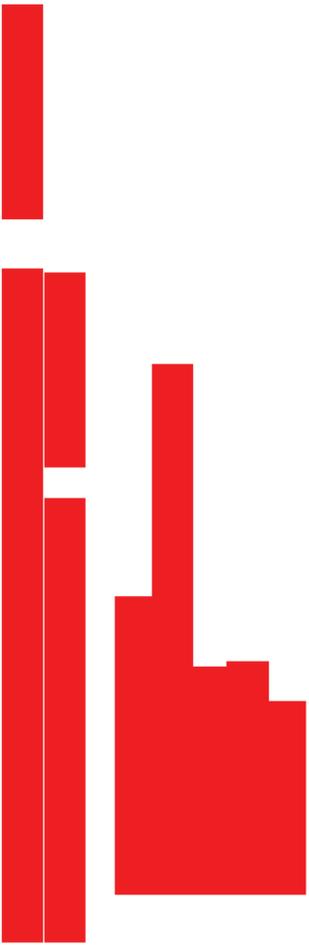
			
			
			

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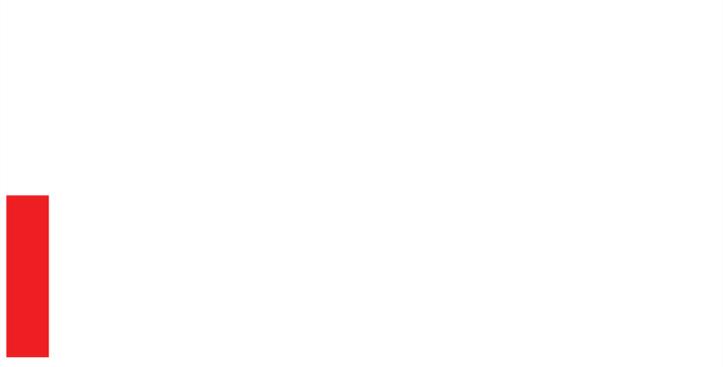
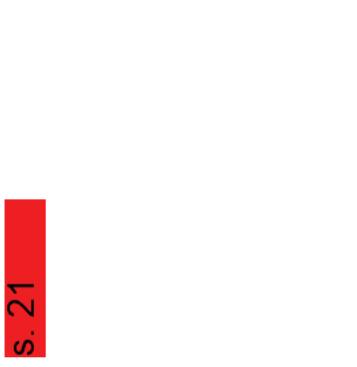
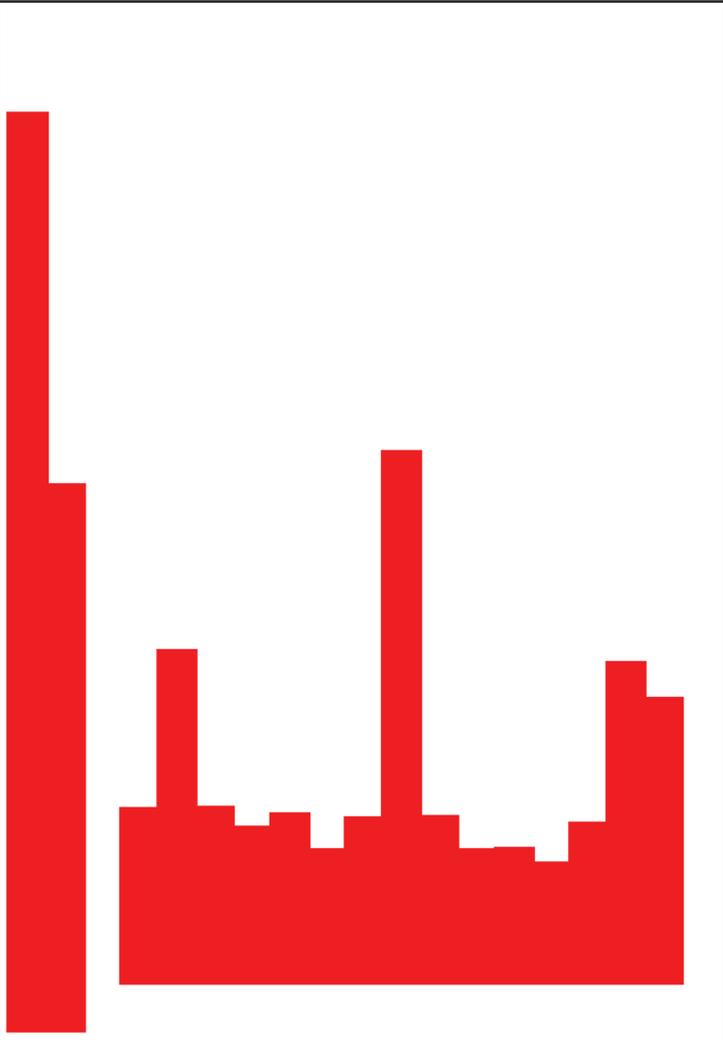
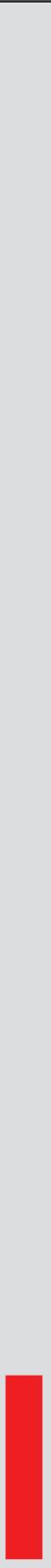
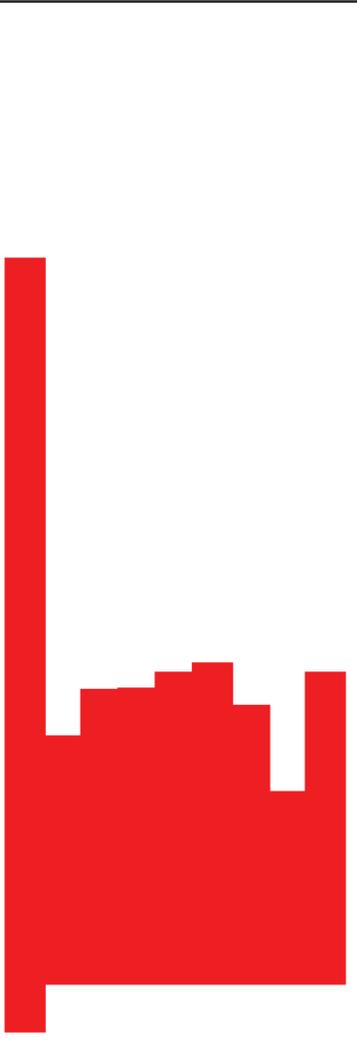
s. 21



s. 21

s. 21



s. 21, s. 13

