



**PRIVACY IMPACT ASSESSMENT**  
for  
**Momentive/Survey Monkey Site license**

**1. Purpose of the Privacy Impact Assessment (PIA)**

This form is used by VIU to determine if a current or proposed policy, system, project, program or activity meets or will meet the protection of privacy requirements under Part 3 of the British Columbia *Freedom of Information and Protection of Privacy Act* (FIPPA). The Act makes it a legal requirement that VIU conduct a PIA in accordance with the directions of the minister responsible for the Act. The PIA is a risk management tool to identify potential privacy issues and impacts, allowing correction and mitigation, thus avoiding costly system, program, service, or process redesign; privacy complaints or breaches; and harm to personal, professional and institutional reputation.

*See Schedule A for definition of terms.*

## 2. General Information

### 2.1. Unit and Program Area

Identify the Department and Program submitting this PIA

Department:	Office of University Planning and Analysis (OUPA)
Program:	

### 2.2. Contact

Identify the individuals best positioned to speak to the contents of this PIA

Name of PIA Drafter:	Brandon Nelson, Senior Research Analyst Mike Culbertson, Research Assistant		
Position Title:			
Phone:		E-Mail:	<a href="mailto:Brandon.nelson@viu.ca">Brandon.nelson@viu.ca</a> <a href="mailto:Michael.culbertson@viu.ca">Michael.culbertson@viu.ca</a>
Name of Program Manager:	Kathryn Snow		
Position Title:	Director		
Phone:	250.740.6477	E-Mail:	<a href="mailto:Kathryn.snow@viu.ca">Kathryn.snow@viu.ca</a>

### 2.3. Description of the Current or Proposed Policy, System, Project or Program

Provide as background a general description of the initiative and the context in which it functions. This could include the purpose of the initiative and its benefits, what larger process it is part of, how it functions, how it integrates with or consolidates other information systems, how it aggregates and stores together information that was previously maintained separately, how it converges different record keeping systems, the parties involved, how it will automate or otherwise change the existing business workflow, etc. Describe in the sections immediately following the background (if applicable) specific details with respect to the individual actors involved in the business process, focusing on how their personal information will be collected, accessed, used, disclosed and retained.

Include copies of documentation (if it exists) that describe the business requirements, functional analysis, conceptual overview, etc. that helps explain the initiative.

### 2.3.1. Background

This PIA is for VIU's acquisition of the SurveyMonkey survey platform, for use by members of the VIU community in conducting survey research. VIU currently operates two other survey software platforms, Qualtrics and Lime Surveys, and previously operated two others, FluidSurveys and Checkbox. These are all similar in their function.

There are implications for data hosting both before and after survey administration. A common method in surveys is to upload an Excel cohort file with respondent information such as name, email, and student record data or employee file data. The software creates a unique record for each respondent and can recall those details in the survey to ask about them. The software also uses unique records to send "reminder emails" only to those who have not completed the survey. This can be done anonymously, or more commonly, confidentially. Confidential in this case means that project team members, who should be explicitly named in the survey and its communications, have access to the raw data, but typically guarantee that individual responses will not be disclosed under any circumstances.

In most cases, the survey administrator will download the responses for analysis, but the responses will likely stay in the cloud unless the survey administrator takes the active step of deleting them. Note that responses and respondent metadata are stored in a Canadian Data Centre to keep in line with Canadian Privacy Laws (see Section 2.7 more details). When users apply for a license, we ask survey administrators to download the data to a secure storage medium and then delete the participant table and responses from the cloud-hosted survey account. In addition, before users can obtain a survey software license, they must sign the "Terms of Use Agreement for Survey Software Account (TOA)" (See appendix A). In the TOA, they must sign that they will store survey data securely in accordance with FIPPA and that they will contact the University Secretariat immediately if they become aware of unauthorized access to the data.

Institutional research, meaning that which serves the planning/operational/performance measurement needs of VIU or its departments, can use student and employee record information for this purpose, with the approval of senior leaders backing the survey, and the Survey Management Committee, which oversees surveys on behalf of the Provost. Students agree to this use of their information on VIU's current application form.

Other types of surveys conducted by the VIU community usually have their own membership/contact lists that are separate from student records, or which are otherwise pre-approved based on the type of research (e.g., event attendance, class enrolments). VIU community survey platform users are also required by the Terms of Use Agreement to review and acknowledge the Survey Privacy Guidelines document, which covers confidentiality/anonymity, personal information, protecting the privacy of survey respondents, boilerplate consent statements, and so on (see Appendix B).

Note that SurveyMonkey has been in use at VIU for several years; this contract with Momentive, the parent of SurveyMonkey, consolidates expenditures on SurveyMonkey, and adds features of an enterprise account. In addition, by providing VIU-sanctioned software and a management framework, there is a greater level of oversight, quality control, and attention to privacy/FOIPPA matters.

Survey methodology rules as well as definitions of survey categories are described in a forthcoming Survey Policy and Procedure being submitted to the Governance Practices Committee in May 2022.

### 2.3.2. Student Information

**The following applies to 2.3.2 - 2.3.4:**

**Collection:** Survey software collects identifying information including demographic and opinion information.

**Access:** Access to the data should be limited to the research team and its management hierarchy. In institutional research, this is typically OUPA staff, the project sponsor and

their team, and sometimes senior leaders. For non-institutional surveys, those who have access to the data may vary by project, but it should be made clear in the survey's invitation and first page.

**Use:** The use of survey results should be explicitly stated in the survey invitation email, advertisements, and on the first page of the survey. The Terms of Use Agreement includes language to uphold this principle. It is also notable that all surveys are voluntary, which is made clear in consent statements.

**Disclosure:** Disclosures as to the access and use of the survey data should be made in survey communications (invitation and reminder emails) and on the first page of the survey.

**Retention:** To our knowledge, VIU does not currently have a data retention framework for survey data. According to Survey Monkey's [data retention policy](#), subscribers are responsible for deleting data. As well, Survey Monkey only retains backed-up data up to 90 days after the deletion has occurred.

Notes:

- This also applies to instructors, administrators, and staff.
- OUPA observes all of the recommended practices above, but OUPA does not police the standards and practices of VIU community survey platform users, other than:
  - Requiring sign off by survey proponents on the Terms of Use Agreement
  - Limiting non-institutional surveys by the community to surveys of limited scope (e.g., event attendees)
  - Approving larger surveys via a formal review in the Survey Management Committee (SMC).

### 2.3.3. Instructor (Employee) Information

Collection:

Access:

Use:

Disclosure:

Retention:

### 2.3.4. Administrator / Supervisor (Employee) Information

Collection:

Access:

Use:

Disclosure:

Retention:

## 2.4. Scope of this PIA

Explain exactly what the PIA covers and conversely what it does not.
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This PIA covers:

1. Installation of SurveyMonkey software for use in research by members of the VIU community.

This PIA does not cover:

- 1.

## 2.5. Related PIAs

Identify PIAs for other parts of the initiative or any PIAs that were previously completed for this initiative.

Unknown

## 2.6. Elements of Information or Data

List the types of personal information involved in the initiative (if applicable). This could include the individual's name, age, address, work/home email, work/home phone number, educational history, employment history, work status, health information, financial information, photos, comments, or opinions about third parties. See Schedule A for a partial list of types of personal information.

### 2.6.1. Student Data Elements

1. All fields from student and employee records may be approved for use in surveys. Surveys also ask questions relating to the above examples, including sensitive information like health status and experiences with triggering or controversial subjects.

### 2.6.2. Employee Data Elements

1. Same as above.

## 2.7. Storage or Access outside Canada

Provide a brief description of whether the personal information can be accessed from outside Canada. For example, by a service provider that is repairing a system, or if the information is being stored outside Canada, for example, in the "cloud". If the data is stored within Canada and accessible only within Canada, please indicate this and describe with whom and where it is stored.

As mentioned above, all survey responses and respondent metadata are stored in a Canadian data centre. However, any contact information that is uploaded to a contact list, such as email addresses or phone numbers for contacting survey clients are stored in a US data centre. In addition, VIU's billing details and account data are also stored in the US. (See appendix C: email correspondence with Momentive/Survey Monkey Account Executive).

Please see the Momentive/Survey Monkey [International Data Centre Overview](#) for more information.

Momentive's data handling policy can be found here:

<https://www.surveymonkey.com/mp/legal/privacy/>

Momentive's Governing Services Agreement here:

<https://www.surveymonkey.com/mp/legal/gsa/>

## 2.8. Data-linking Initiative

<p>In FIPPA, "data linking" and a "data-linking initiative" are strictly defined. Answer the following questions to determine whether your initiative qualifies as a "data-linking initiative" under the Act. If you answer "yes" to all 3 questions, your initiative may be a data linking initiative. If so, you must comply with requirements under the Act for a data-linking initiative.</p>	
<p>2. Personal information from one database is linked or combined with personal information from another database</p>	<p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>3. The purpose for the linkage is different from those for which the personal information in each database was originally obtained or compiled</p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>4. The data linking is occurring between either: 1) two or more public bodies or 2) one or more public bodies and one or more agencies</p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>If you answered "yes" to all three questions, please contact the Information and Privacy Coordinator or Officer to discuss the requirements of a data-linking initiative.</p>	

Note for Item 1, student record data or employee record data is exported to Excel, and uploaded for use in the survey platform; the data from the survey does not interact with the actual data sources (e.g., student record, employee file).

## 2.9. Common or Integrated Program or Activity

<p>In FIPPA, "common or integrated program or activity" is strictly defined. Answer the following questions to determine whether your initiative qualifies as "a common or integrated program or activity" under the Act. If you answer "yes" to all 3 questions, you must comply with requirements under the Act for common or integrated programs and activities.</p>	
<p>5. This initiative involves a program or activity that provides a service (or services)</p> <p>Yes, it is a software program that provides a "software as service."</p>	<p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>6. Those services are provided through: 1) a public body and at least one other public body or agency working collaboratively to provide that service; or 2) one public body working on behalf of one or more other public bodies or agencies</p> <p>The survey platform itself does not interact with other public bodies; a research project could, however, but presumably that partnership would</p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>

need its own PIA and/or REB review.	
7. The common or integrated program or activity is confirmed by a written agreement that meets the requirements set out in section 12 of the FIPPA Regulation (link to the <a href="#">Regulation</a> and read section 12)  N/A	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If you answered "yes" to all three questions, please contact the Information and Privacy Coordinator or Officer to discuss the requirements of a common or integrated program or activity.	

### 3. Collection, Use and Disclosure of Personal Information

#### 3.1. Personal Information Flow Diagram / Table

Complete the table(s) below (if applicable). Include a personal data flow diagram (if one exists) as well as completing the table(s).

##### 3.1.1. Student Data Flow

Personal Information Flow Table			
	Description/Purpose of Activity	Privacy Rule	Legal Authority
8.	Student record information is uploaded to survey platform (e.g., name, email, and some demographic info from VIU records, such as program, student category, etc.). Survey is sent to respondents. They voluntarily choose whether to provide opinions and other demographic info.	Collection	
9.	Results are analyzed and reported on for a variety of purposes that should be clearly stated in the survey and its communications (e.g., program planning, program evaluation)	Use	
10.	Disclosure should be made in survey communications (i.e., email invitations) and/or on the first page of the survey, so that respondents know who will have access to the data, and the purposes for which it will be used. Respondents must consent to these terms to complete the survey. There is no penalty for declining to complete a survey.	Disclosure	

##### 3.1.2. Instructor Data Flow

Personal Information Flow Table			
	Description/Purpose of Activity	Privacy Rule	Legal Authority

11.	Employee record information is uploaded to survey platform (e.g., name, email). Survey is sent to respondents. They voluntarily choose whether to provide opinions and demographic info.	Collection	
12.	Results are analyzed and reported on for a variety of purposes that should be clearly stated in the survey and its communications (e.g., program planning, program evaluation)	Use	
13.	Disclosure should be made in survey communications (i.e., email invitations) and/or on the first page of the survey, so that respondents know who will have access to the data, and the purposes for which it will be used. Respondents must consent to these terms to complete the survey. There is no penalty for declining to complete a survey.	Disclosure	

### 3.1.3. Administrator / Supervisor (Employee) Information

Personal Information Flow Table			
	Description/Purpose of Activity	Privacy Rule	Legal Authority
14.	Employee record information is uploaded to survey platform (e.g., name, email). Survey is sent to respondents. They voluntarily choose whether to provide opinions and demographic info.	Collection	
15.	Results are analyzed and reported on for a variety of purposes that should be clearly stated in the survey and its communications (e.g., program planning, program evaluation)	Use	
16.	Disclosure should be made in survey communications (i.e., email invitations) and/or on the first page of the survey, so that respondents know who will have access to the data, and the purposes for which it will be used. Respondents must consent to these terms to complete the survey. There is no penalty for declining to complete a survey.	Disclosure	

### 3.2. Risk Mitigation Table

Complete the table(s) below. Describe the risk and the mitigation strategy. Use the terms “High”, “Medium” or “Low” to rate the “Likelihood” and “Impact” of each risk. In cases where the risks are substantially different for the individuals whose personal information is in VIU’s custody or under its control, complete a table for each group. In cases where the risks are substantially similar or the same, complete only one table.

#### 3.2.1. Risks to Student Data

<b>Risk Mitigation Table</b>
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	Risk	Mitigation Strategy	Likelihood	Impact
1	Methodology compromises student info or VIU reputation	1 OUPA expert review Survey Management Committee Review Stakeholder review and agree to guidelines	Low	High
2	Data breach	2 Survey data is stored on Momentive Servers in Canada. A link Momentane's data handling policy can be found here: <a href="https://www.surveymonkey.com/mp/legal/privacy/">https://www.surveymonkey.com/mp/legal/privacy/</a> <ul style="list-style-type: none"> <li>Survey Monkey has a <u>Breach Notification Policy</u> to notify account holders in the event of a breach.</li> <li>OUPA will notify <a href="mailto:fippa@viu.ca">fippa@viu.ca</a> in the event of a data breach.</li> </ul>	Low	High

### 3.2.2. Risks to Instructor and Administrator (Employee) Data

Risk Mitigation Table				
	Risk	Mitigation Strategy	Likelihood	Impact
1	Methodology compromises student info or VIU reputation	OUPA expert review Survey Management Committee Review Stakeholder review and agree to guidelines	Low	High
2	Data breach	Survey data is stored on Momentive Servers in Canada. A link Momentive's data handling policy can be found here: <a href="https://www.surveymonkey.com/mp/legal/privacy/">https://www.surveymonkey.com/mp/legal/privacy/</a>	Low	High
	Retaliation	For institutional research, standards and practices prevent this. For community research, it is an unmitigated risk, but would require bad actors knowingly acting unethically.	Low	High

### 3.3. Collection Notice

In order to allow individuals the ability to exercise their information rights with knowledge of how their information will be used, they must be notified at or prior to the time of collection. Section 27(2) of the Act requires that the individual from whom personal information is collected be told: a) the purpose for collecting it, b) the legal authority for collecting it, and c) the title, business address and business telephone number of an officer or employee of the public body who can answer the individual's questions about the collection.

Describe below how and when notice will be given to individuals. Include the specific collection notice(s) that will be used.

#### 3.3.1. Student Collection Notice

The data use, as well as individuals with access to the collected data, are specified in email communications and/or on the first page of the survey. Other commonly used enhancements are making questions optional and making all surveys voluntary.

#### 3.3.2. Instructor and Administrator (Employee) Collection Notice

Same as above.

## 4. Security of Personal Information

Describe below the specific measures that will be used to protect the personal information from unauthorized collection, access, use, disclosure, retention and disposal.

### 4.1. Physical Security Measures

17. OUPA has no control over where users store their data. However, in the Terms of Use Agreement for Survey Software, licensed users must agree to delete survey data from the cloud/server and download to a secure storage device in accordance with BC FIPPA.
18. OUPA downloads survey data to VIU shared drives after closing of the survey. After download, OUPA deletes survey participant information from the survey platform. However, archived copies could be stored on survey platform servers. Please refer to the [Momentive/Survey Monkey Governing Services Agreement](#) and [Data Handling Policy](#) for more information.
19. The Terms of Use Agreement and Privacy Guidelines refer survey software applicants to the [BC Government Privacy data security best practices](#).

### 4.2. Technical Security Measures:

Please see Momentive\Survey Monkey's [Security Statement](#).

#### 4.3. Security Policies, Procedures and Standards

Please see Momentive\Survey Monkey's [Security Statement](#).

### 5. Accuracy, Correction and Retention of Personal Information

#### 5.1. Updating and Correcting Personal Information

Describe here (if applicable) the procedure to allow individuals to routinely update or correct their personal information using regular channels (e.g., a student uses the SIS to update a home address or telephone number, an employee uses the HAP system to update emergency contact information, etc.).

20. This is not a typical use of survey software. When discrepancies occur between VIU system records and survey responses, it is noted in reporting rather than the VIU system records being updated. Survey databases could be used to create new records in discrete systems; for example, a survey could ask respondents if they would like to be put on a list to be contacted for future research on the survey's topic.

#### 5.2. Decisions That Directly Affect an Individual

Describe here (if applicable) how the information will be used to make decisions that directly affect an individual.

The agency should remain with the survey respondent in all aspects of decisions around whether to complete or how to respond to a survey.

### 6. Further Information

#### 6.1. Systematic Disclosures of Personal Information

Describe here (if applicable) any usual disclosures inside the University between the office with primary responsibility for the personal information and other VIU departments and programs. Also describe any usual disclosures outside the University between VIU and another public or private body (e.g., provincial, territorial or federal government ministry, department or agency; university or college; transit authority; law enforcement agency).

If VIU and one or more other parties have signed an Information Sharing Agreement, include a copy with this completed PIA. An Information Sharing Agreement sets terms and

conditions on the collection, use, disclosure and protection of personal information by the parties to the agreement.

Usual disclosures are:

21. Disclosures of information use should be present in survey communications (invitation emails) and on the first page of the survey itself.

## 6.2. Access for Research or Statistical Purposes

Describe here (if applicable) any usual disclosures of the personal information made by your department for a research purpose, including statistical research, and how you comply with section 35 of the Act.

**Example:**

*This survey will be used for the purposes specified and not for any other purposes. Completing this survey is optional. You are free to stop answering the survey at any time. Your responses are confidential. Only authorized personnel from VIU's Office of University Planning and Analysis will have access to the raw data. Your unedited written comments may be shared with your program's Associate Dean, Dean, and/or senior leaders at VIU. Your responses will be combined with other responses, for reporting, in groupings of 10 or more. Any personal information is being collected under the authority of Section 26(e) of the Freedom of Information and Protection of Privacy Act (FOIPPA). Prize draw entry is at the end of the survey. If you would like to enter the prize draw without completing the survey, please email [surveys@viu.ca](mailto:surveys@viu.ca), prior to 11:59pm Pacific time on December 5, 2021, with the subject "Success Survey prize draw" and provide your name, phone number, and email in the body of the message, along with the answer to the skill-testing question:  $4 \times (5 - 2)$ . If you have any questions about this survey, please reply to this email or email [email@viu.ca](mailto:email@viu.ca).*

## 7. Information and Privacy Comments

### 7.1. Information or Materials Reviewed

The Privacy Officer will describe here any additional resources and authorities consulted when reviewing and commenting on the completed PIA.

I reviewed and considered:

## 7.2. Conditions of Approval

The Privacy Officer will describe here any recommended conditions to be considered by the University officer with delegated decision-making authority under the Act, who approves the completed PIA.

Recommended conditions are:

22. I have reviewed the above and approving on the condition that OUPA address questions about survey communications (consent/ voluntary) and ensure that the procurement contract contains safeguards to ensure proper notification and/or mitigation in the event of a data breach by the vendor.

## 8. Approval and Signatures

The undersigned confirm that they have taken reasonable steps to confirm that the contents of this PIA are accurate and complete.

s.22(1)

Bill Boyte  
VIU Privacy Officer



May 22, 2022  
Date

Insert Name  
Insert position title of Program  
Manager (if applicable)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Insert Name  
Insert position title of Project  
Manager, Information  
Technology Services (if  
applicable)

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\_\_\_\_\_

## Schedule A

<b>Definition of terms</b>
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<b>Access</b>	Disclosure of personal information by the provision of access to personal information.
<b>Anonymize</b>	Present the results of a process in such a way that individuals whose personal information is contained in the records cannot be identified, and no linkages can be made between any personal information found in the records and personal information that is publicly available from other sources.
<b>Authorized access</b>	Occurs when a person has access to personal information in the custody or control of the University that is authorized by the Act.
<b>Consistent purpose</b>	<p>A use of personal information is consistent with the purpose for which the information was obtained or compiled if the use:</p> <ul style="list-style-type: none"> <li>23. has a reasonable and direct connection to that purpose, and</li> <li>24. is necessary for performing the statutory duties of, or for operating a program or activity of, the public body that uses or discloses the information.</li> </ul>
<b>Contact information</b>	Information that enables an individual at a place of business to be contacted; includes name, position title, business telephone number, business address, business email or business fax number of the individual.
<b>Data linking</b>	<p>The linking or combining of personal information in one source with personal information in one or more other sources if the purpose of the linking or combining is different from:</p> <ul style="list-style-type: none"> <li>25. the purpose for which the information in each database was originally obtained or compiled, and</li> <li>26. every purpose that is consistent with each purpose referred to in paragraph (a).</li> </ul>
<b>Disclose</b>	<p>Reveal, show, expose, provide copies of, sell, give or tell.</p> <p>VIU may disclose personal information in its custody or under its control only as permitted under section 33.1, 33.2 or 33.3 of the Act.</p>
<b>Employee</b>	A person employed for wages or salary by the University. In relation to VIU, includes: (a) a volunteer and (b) a service provider (see also the definitions for each of the latter terms).
<b>Individual identifier</b>	Information that would enable a third party to deduce the identity of the person concerned; examples include a person's name, Social Insurance Number, student number, employee number, address, date of birth (usually used in combination with other identifiers).

<b>Instructor</b>	Individuals responsible for the teaching of credit and non-credit courses including professors, associate professors, assistant professors, professors emeritus, adjunct professors, visiting faculty, practitioner faculty, post-retirement appointees, lecturers, instructors, teaching assistants, tutors and markers, faculty associates, in-service associates, associate members and program coordinators.
<b>Personal information</b>	Recorded information about an identifiable individual, other than business contact information, including but not limited to: <ul style="list-style-type: none"> <li>27. names, home addresses and telephone numbers;</li> <li>28. age;</li> <li>29. sex;</li> <li>30. marital or family status;</li> <li>31. identifying number;</li> <li>32. race, national or ethnic origin;</li> <li>33. colour;</li> <li>34. religious or political beliefs or associations;</li> <li>35. educational history;</li> <li>36. medical history;</li> <li>37. disabilities;</li> <li>38. blood type;</li> <li>39. employment history;</li> <li>40. financial history;</li> <li>41. criminal history;</li> <li>42. images;</li> <li>43. anyone else's opinions about an individual;</li> <li>44. an individual's personal views or opinions; and,</li> <li>45. name, address and phone number of parent, guardian, spouse or next of kin.</li> </ul>
<b>Record</b>	Includes books, documents, maps, drawings, photographs, letters, vouchers, papers and any other thing on which information is recorded or stored by graphic, electronic, mechanical or other means, but does not include a computer program or any other mechanism that produces records.
<b>Service provider</b>	A person retained under contract to perform services for VIU or a person with whom an employee automatically enters into an agreement by virtue of using their product or service and in so doing accepts the service provider's terms of use.
<b>Unauthorized collection, use, disclosure and disposal</b>	Occurs when a person who has access, whether authorized or unauthorized, to personal information in the custody or control of the University, collects, uses, discloses and disposes of that information and it is not authorized by the Act.
<b>Use</b>	Employ information to accomplish a specific purpose.
<b>Volunteer</b>	A person who provides a service to the University without being paid.