

May 30, 2024

Standing Committee on Resource Stewardship
3rd Floor, 9820 – 107 Street NW
Edmonton, AB T5K 1E7
RSCommittee.Admin@assembly.ab.ca

Re: PIPA Review,

Thank you for the opportunity to comment on the Standing Committee's review of Alberta's private sector privacy law, the *Personal Information Protection Act* (PIPA).

Regulatory harmonization and interoperability are key priorities for retailers and related companies operating in Alberta, including between Canada's federal data privacy regime and Alberta's PIPA. Over 250,000 Albertans work in retail, with retailers contributing \$12B annually to Alberta in employment compensation. Retailers generate over \$60B in Alberta core retail sales yearly (2023, outside gas and auto) and operate across the digital innovation spectrum.

The consultation's [White Paper on Emerging Issues](#) explores several important areas and poses some questions. In response, RCC suggests that:

- Efforts be made to harmonize Alberta's PIPA with other private sector privacy laws, nationally and internationally. This especially includes harmonizing with the changes proposed in federal [Bill C-27, the Digital Charter Implementation Act](#), if that bill has been passed into law or is still pending by the time the Standing Committee makes its report. Harmonized requirements can still protect individuals' data while minimizing unnecessary compliance costs.
- Alberta refrain from creating a framework for governing artificial intelligence in PIPA. Instead of Alberta-specific AI requirements, we urge Alberta policymakers to work with federal policymakers on the proposed federal artificial intelligence law, the Artificial Intelligence and Data Act (AIDA), in Bill C-27.
- Alberta refrain from creating an Alberta-specific data portability, or data mobility, regime that would apply to retailers. Even in the EU, where data portability has been available for years under the GDPR, the data portability right is under-utilized;¹ we do not think the benefits to consumers would outweigh the technical feasibility challenges and costs to retailers. To the extent that data portability becomes a priority, RCC suggests Albertan policymakers work with federal policymakers on the data mobility framework proposed in Bill C-27.

We would be happy to discuss further at the Committee's convenience.

¹ Jurre Reus, Nicole Bilderbeek. *Data portability in the EU: an obscure data subject right*, 24 March 2022, IAPP <https://iapp.org/news/a/data-portability-in-the-eu-an-obscure-data-subject-right>

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About Retail Council of Canada

Retail is Canada's largest private-sector employer with over 2 million Canadians working in our industry. The sector annually generates over \$90 billion in worker compensation and \$500B in core retail sales (2023, excluding gas and auto). Retail Council of Canada (RCC) members represent more than two-thirds of core retail sales in the country. RCC is a not-for-profit industry funded association that represents small, medium, and large retail businesses in every community across the country. As the Voice of Retail™ in Canada, we proudly represent more than 54,000 storefronts in all retail formats, including department, grocery, specialty, discount, independent retailers, online merchants and quick service restaurants.