

# City of Oakland Privacy Principles

Oakland is a diverse city with a history of active civic participation on issues of privacy and surveillance. As we evolve, it is imperative that we learn from both the positive and negative aspects of our past to build our future. Progress at the expense of personal privacy and safety is unacceptable. We recognize the need to protect Oaklanders' privacy as city services incorporate emerging technologies.

Privacy is a fundamental human right, a California state right, and instrumental to Oaklanders' safety, health, security, and access to city services. We seek to safeguard the privacy of every Oakland resident in order to promote fairness and protect civil liberties across all of Oakland's diverse communities. In all situations, we pledge to handle personal information in a manner that builds trust and preserves Oaklanders' privacy and safety. The following Privacy Principles guide our actions.

## **DESIGN AND USE EQUITABLE PRIVACY PRACTICES**

Community safety and access to city services should not come at the expense of any Oaklander's right to privacy. We recognize that our collection and use of personal information has disadvantaged marginalized communities at different periods during Oakland's history. We aim to avert future inequities by collecting information in ways that do not discriminate against any Oaklander or Oakland community. When possible, we will offer clearly communicated alternatives to the collection of personal information at the time of collection.

## **LIMIT COLLECTION AND RETENTION OF PERSONAL INFORMATION**

We believe that we should collect and store personal information only when and for as long as is justified to directly serve the specific purpose for which it is collected, such as to protect Oaklanders' safety, health, or access to city services. We will continue our practice of reaching out to Oaklanders for their views on the information we collect and how we use it. We also will look for new opportunities for outreach.

## **MANAGE PERSONAL INFORMATION WITH DILIGENCE**

The personal information of Oaklanders should be treated with respect. We handle all personal information in our custody with care, regardless of how or by whom it was collected. To maintain the security of our systems, we review and regularly update software and applications that interact with Oaklanders' personal information. Further, we recognize that deletion, encryption, minimization, and anonymization can reduce misuse of personal information. We aim to make effective use of these tools and practices. Additionally, we combine personal information gathered from different departments only when we must.

### **EXTEND PRIVACY PROTECTIONS TO OUR RELATIONSHIPS WITH THIRD PARTIES**

Our responsibility to protect Oaklanders' privacy extends to our work with vendors and partners. Accordingly, we share personal information with third parties only when necessary to provide city services, and only when doing so is consistent with these Principles. When the law permits, we will disclose the identity of parties with whom we share personal information.

### **SAFEGUARD INDIVIDUAL PRIVACY IN PUBLIC RECORDS DISCLOSURES**

Open government and respect for privacy go hand-in-hand. Providing relevant information to interested parties about our services and governance is essential to democratic participation and civic engagement. We will protect Oaklanders' individual privacy interests and the City's information security interests while still preserving the fundamental objective of the California Public Records Act to encourage transparency.

### **BE TRANSPARENT AND OPEN**

Oaklanders' right to privacy is furthered by the ability to access and understand explanations of why and how we collect, use, manage, and share personal information. To that end, we aim to communicate these explanations to Oakland communities in plain, accessible language on the City of Oakland website. We also aim to communicate this information at a time when it is relevant and useful.

### **BE ACCOUNTABLE TO OAKLANDERS**

Trust in our stewardship of personal information requires both that we collect and manage personal information appropriately, and that we create opportunities for active public participation. We publicly review and discuss departmental requests to acquire and use technology that can be used for surveillance purposes. We encourage Oaklanders to share their concerns and views about any system or department that collects and uses their personal information, or has the potential to do so. We also encourage Oaklanders to share their views on our compliance with these Principles.