

ANNUAL REPORTS TO PARLIAMENT

2024-2025

Administration of the *Access to Information Act*

and

Administration of the *Privacy Act*

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SECTION A

Report on the Administration of the *Access to Information Act*

A1. INTRODUCTION

Purpose of the *Access to Information Act*

The purpose of the *Access to Information Act* is to enhance the accountability and transparency of federal institutions in order to promote an open and democratic society and to enable public debate on the conduct of those institutions. It provides a right of access to information in records under the control of a government institution in accordance with the principles that government information should be available to the public, that necessary exceptions to the right of access should be limited and specific and that decisions on the disclosure of government information should be reviewed independently of government.

Annual Report

This Annual Report for Destination Canada for the period from April 1, 2024 to March 31, 2025 is prepared and tabled in Parliament in accordance with Section 94 of the *Access to Information Act*.

Organizational Mandate

A federal Crown corporation wholly owned by the Government of Canada, Destination Canada reports to Parliament through the Minister of Innovation, Science and Industry. Our legislated mandate is to:

- Sustain a vibrant and profitable Canadian tourism industry;
- Market Canada as a desirable tourism destination;
- Support a cooperative relationship between the private sector and the governments of Canada, the provinces and the territories with respect to Canadian tourism; and
- Provide information about Canadian tourism to the private sector and to the governments of Canada, the provinces and the territories.

A2. ORGANIZATIONAL STRUCTURE

Responsibilities associated with processing requests for information under the *Access to Information Act* and the *Privacy Act* are housed within Destination Canada's Corporate Secretary's Office. Within this office, the Corporate Secretary maintains accountability for the administration of these acts, and an Access to Information and Privacy Officer is responsible for the day-to-day activities related to the administration of the acts. No consultants are used.

Duties related to the processing of information requests, including the collection and reporting of statistics, preparation of annual reports to Parliament, and proactive disclosure of summaries of completed access to information requests to the Government of Canada's Open Government Portal are done through the Corporate Secretary's office.

All other activities pertaining to proactive disclosures that Destination Canada is subject to are decentralized within the organization according to business area. For a breakdown of the group(s) and/or position(s) responsible for meeting each applicable proactive publication requirement under Part 2 of the *Access to Information Act*, see Section A9. *Proactive Publication under Part 2 of the Access to Information Act*.

Destination Canada was not party to any service agreements during this reporting period.

A3. DELEGATION ORDER

Please see Annex A for the signed Delegation Order in effect at the end of the reporting period.

A4. 2024-2025 PERFORMANCE

During the 2024-2025 reporting period, Destination Canada received three formal requests under the *Access to Information Act*. All three requests were responded to and closed within legislated timelines. No requests were carried forward from the preceding year.

Below is an overview of key performance data:

Number of requests received	3
Timeline of completed requests: 1 - 30 days 31+ days	3 0
Percentage of requests responded to within legislated timelines	100%
Disclosure breakdown: - All disclosed - Disclosed in part	100% 0%
Number of active requests on the last day of the reporting period	0
Reasons for extensions	N/A. No extensions made.
Number of active complaints on the last day of the reporting period	0

Consultations for other institutions:	8 and all completed within requested timelines
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A5. TRAINING AND AWARENESS

Although no formal training on access to information was provided, staff received informal briefings as needed or upon request. Additionally, new employees responsible for proactive publication were informed and oriented to their specific duties.

A6. POLICIES, GUIDELINES AND PROCEDURES

Destination Canada refreshed its Access to Information Policy, including relevant guidelines and procedures in late 2024.

Given the minimal number of information requests received by Destination Canada, relevant Treasury Board of Canada Secretariat policies and directives were also consulted, as applicable, for each request.

A7. INITIATIVES AND PROJECTS TO IMPROVE ACCESS TO INFORMATION

Destination Canada was onboarded onto the Government of Canada's Access to Information and Privacy Online Request Service in March 2023. Destination Canada has since been using this system to align with the core public service, to modernize and simplify the process for users to make information requests, and to assist in our organization's management and processing of information requests.

A8. SUMMARY OF KEY ISSUES AND ACTIONS TAKEN ON COMPLAINTS

No complaints were received during the reporting period.

A9. PROACTIVE PUBLICATION UNDER PART 2 OF THE ACCESS TO INFORMATION ACT

Destination Canada is a Crown corporation listed under Schedule III of the *Financial Administration Act*. For the purposes of Part 2 of the *Access to Information Act*, Destination Canada is a government institution subject to proactive publication requirements related to the disclosure of travel expenses, hospitality expenses and reports tabled in Parliament.

The following table identifies the respective requirements and disclosure links associated with each proactive publication:

Publication	Section of Access to Information Act and Publication timeline	Internal group responsible for fulfilling requirement	Link
Travel Expenses	Section 82; within 30 days of month end	Finance	https://www.destinationcanada.com/en-ca/disclosure
Hospitality Expenses	Section 83; within 30 days of month end	Finance	https://www.destinationcanada.com/en-ca/disclosure
Reports Tabled in Parliament	Section 84; within 30 days after tabling	Corporate Secretary's office or other group as appropriate	https://www.destinationcanada.com/en-ca/disclosure https://archives.destinationcanada.com/en

All of the above publications were due during the reporting period and were published within legislated timelines.

A10. MONITORING COMPLIANCE

Given the minimal number of access to information requests received by Destination Canada, a formal practice to monitor compliance was not conducted during the reporting period.

ANNEX A:

DELEGATION ORDER



OFFICIAL DOCUMENT

DESTINATION CANADA

DELEGATION OF AUTHORITY

CANADIAN FEDERAL ACCESS TO INFORMATION ACT, AND PRIVACY ACT AND THE EUROPEAN GENERAL DATA PROTECTION REGULATION

DOCUMENT OFFICIEL

DESTINATION CANADA

DÉLÉGATION DE POUVOIRS

LOI SUR L'ACCÈS À L'INFORMATION ET LOI SUR LA PROTECTION DES RENSEIGNEMENTS PERSONNELS DU CANADA, ET RÈGLEMENT GÉNÉRAL SUR LA PROTECTION DES DONNÉES DE L'UNION EUROPÉENNE

I, the President & Chief Executive Officer of Destination Canada authorize:

Pursuant to Section 73(1) of the *Privacy Act* (the *PI Act*), the **Executive Director, Legal** to exercise or perform any of the powers, duties or functions of the President & Chief Executive Officer under the provisions of the *PI Act* and related regulations, for administration of requests for access to personal information that is under the control of Destination Canada.

And,

Pursuant to Section 95 (1) of the *Access to Information Act* (*ATIP Act*), the **Senior Vice President, Industry Advancement and Corporate Secretary** (with the support of the Strategy Management Advisor) to exercise or perform any of the powers, duties or functions of the President & Chief Executive Officer under the provisions of the *ATIP Act* and related regulations for the administration of requests for access to information that is under the control of Destination Canada.

The foregoing delegations replace all prior delegated authorities.

Effective date: July 15, 2024

En ma qualité de présidente-directrice générale de Destination Canada :

En vertu de l'article 73(1) de la *Loi sur la protection des renseignements personnels*, j'autorise la **directrice exécutive des Services juridiques** à exercer les pouvoirs, attributions ou fonctions dont je suis investie en qualité de présidente-directrice générale par les dispositions de ladite loi et des règlements connexes en matière de gestion des demandes d'accès aux renseignements personnels relevant de Destination Canada.

De même,

En vertu de l'article 95(1) de la *Loi sur l'accès à l'information*, j'autorise la **vice-présidente principale, Avancement de l'industrie, et secrétaire générale** (avec le soutien de la conseillère en gestion de la stratégie) à exercer les pouvoirs, attributions ou fonctions dont je suis investie en qualité de présidente-directrice générale par les dispositions de ladite loi et des règlements connexes en matière de gestion des demandes d'accès à l'information relevant de Destination Canada.

Les délégations susmentionnées remplacent toute délégation antérieure.

Date d'entrée en vigueur : le 15 juillet 2024

Marsha Walden

President & Chief Executive Officer / Présidente-directrice générale

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SECTION B

Report on the Administration of the *Privacy Act*

B1. INTRODUCTION

Purpose of the *Privacy Act*

The purpose of the *Privacy Act* is to protect the privacy of individuals with respect to personal information about themselves held by a government institution and to provide individuals with a right of access to that information.

Annual Report

This Annual Report for Destination Canada for the period from April 1, 2024 to March 31, 2025 is prepared and tabled in Parliament in accordance with Section 72 of the *Privacy Act*.

Organizational Mandate

A federal Crown corporation wholly owned by the Government of Canada, Destination Canada reports to Parliament through the Minister of Innovation, Science and Industry. Our legislated mandate is to:

- Sustain a vibrant and profitable Canadian tourism industry;
- Market Canada as a desirable tourism destination;
- Support a cooperative relationship between the private sector and the governments of Canada, the provinces and the territories with respect to Canadian tourism; and
- Provide information about Canadian tourism to the private sector and to the governments of Canada, the provinces and the territories.

B2. ORGANIZATIONAL STRUCTURE

Organizational responsibilities related to the *Privacy Act* are split between Destination Canada's Corporate Secretary's Office and the Corporate Services department. Within the Corporate Secretary's office, an Access to Information and Privacy Officer is responsible for the day-to-day activities related to the processing of privacy-related requests and associated administrative reporting. Within the Corporate Services department, the Executive Director of Legal is responsible for overall compliance with the act and

data protection regulations, and for conducting privacy impact assessments. Consultants are used on an as needed basis.

Destination Canada was not party to any service agreements during this reporting period.

B3. DELEGATION ORDER

Please see Annex A in Part A for the signed Delegation Order in effect at the end of the reporting period.

B4. 2024-2025 PERFORMANCE

Destination Canada received no formal requests under the *Privacy Act* during the 2024-2025 reporting period, and no requests were carried forward from the preceding year.

B5. TRAINING AND AWARENESS

Although no formal training on access to information was provided, staff received informal briefings as needed or upon request.

Individuals in roles directly related to, or supporting, the administration of privacy-related responsibilities under the *Privacy Act* and *Privacy Regulations* underwent various professional development offered by Treasury Board of Canada Secretariat, including training, webinars and community group discussions, and participated in information sessions offered by external providers. They also undertook self-directed education through a review of applicable legislation and policy instruments and consulted with collaborative Government of Canada forums and platforms.

Training pertaining to the updated policies, guidelines and procedures noted in Section B6 is planned for 2025-2026.

B6. POLICIES, GUIDELINES AND PROCEDURES

Destination Canada refreshed its Privacy Policy, including relevant guidelines and procedures. This update also reflected changes made to Treasury Board of Canada Secretariat's Policy on Privacy Protection and Directive on Privacy Practices.

B7. INITIATIVES AND PROJECTS TO IMPROVE PRIVACY

Destination Canada was onboarded onto the Government of Canada's Access to Information and Privacy Online Request Service (AORS) in March 2023. Destination Canada has since been using this system to

align with the core public service, to modernize and simplify the process for users to make information requests, and to assist in our organization's management and processing of information requests.

B8. SUMMARY OF KEY ISSUES AND ACTIONS TAKEN ON COMPLAINTS

No complaints were received during the reporting period.

B9. MATERIAL PRIVACY BREACHES

No material privacy breaches were reported to the Office of the Privacy Commissioner or the Treasury Board of Canada Secretariat (Information and Privacy Policy Division) during the reporting period.

B10. PRIVACY IMPACT ASSESSMENTS

We conducted two privacy impact assessments (PIAs) during the reporting period as follows:

- **Applicant Tracking System.** This PIA covers Destination Canada's use of Greenhouse Software Inc.'s Applicant Tracking System (ATS) to enhance recruitment processes with improved automation, candidate screening, and reporting capabilities. While the new cloud-based platform introduces low to moderate privacy risks, particularly due to third-party management and potential handling of sensitive data, the PIA revealed that appropriate safeguards are in place through due diligence and a Master Subscription Agreement. Importantly, the scope of personal information collection remains consistent with existing practices, and measures have been implemented to protect data integrity, security, and compliance with the *Privacy Act*. Overall, the PIA concludes that the privacy risks are manageable and outweighed by the recruitment efficiencies gained.

More information on this PIA can be found on Destination Canada's corporate website here:
<https://admin.destinationcanada.com/sites/default/files/2024-12/Greenhouse-DC%20-%20Summary%20of%20PIA%20-%20June%202024%20EN.pdf>

- **Board Governance.** This PIA covers Destination Canada's use of Passageways Inc.'s OnBoard platform, a secure online meeting and document management system for Destination Canada's Board of Directors and executives. The PIA found that the privacy risks associated with the new platform are low, given the relatively limited and low-sensitivity personal information collected (e.g., names, contact information, employment details) and the strong safeguards put in place through a Master Subscription Agreement. While OnBoard offers enhanced functionality like real-time collaboration and integrated virtual meetings, the scope of personal information collection remains consistent with previous practices. Destination Canada manages any potential risks through established legal, policy, and technical measures to ensure compliance with the *Privacy Act*.

More information on this PIA can be found on Destination Canada's corporate website here:
https://admin.destinationcanada.com/sites/default/files/2025-01/2025-01-06_DC-Board%20Governance%20-%20Summary%20of%20Privacy%20Impact%20Assessment_EN.pdf

B11. PUBLIC INTEREST DISCLOSURES

No disclosures were made pursuant to paragraph 8(2)(m) of the *Privacy Act* during the reporting period.

B12. MONITORING COMPLIANCE

Given the minimal number of privacy requests received by Destination Canada, a formal practice to monitor processing time is not required. As such, no monitoring of processing time was conducted during the reporting period.

Our contracts and service agreements establish contractors' obligations to maintain the confidentiality and security of Destination Canada's sensitive information and compliance with relevant federal laws regarding privacy and data protection.