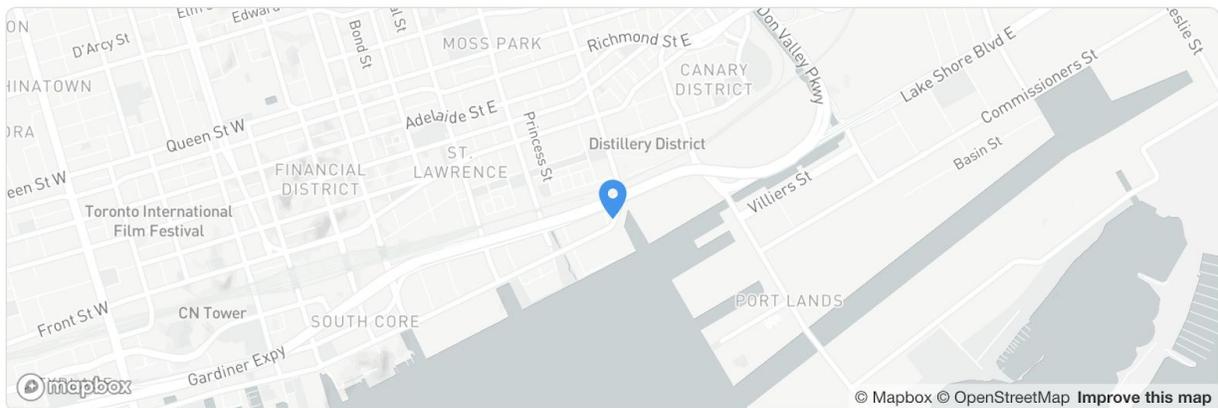


Responsible Data Use Assessment Summary: Overview of Digital Transparency in the Public Realm Digital Channel

The Digital Transparency in the Public Realm (DTPR) Digital Channel builds upon the static [digital prototype](#) that was released in April 2019. The DTPR project is part of a larger data governance system and set of processes that will enable Sidewalk Labs (and any other interested entities) to improve digital literacy and increase public understanding of the role of digital technologies in the public realm. This app works in conjunction with a system of physical signs and a visual language that is implemented in the public realm where digital technologies are implemented. We are working towards creating an open source version of this tool for other entities to customize.

Sidewalk Labs

307 Lakeshore Blvd. E, Toronto ON



Technologies

Questions

Shortcuts



Air Quality Sensor



Assistive Audio



Navigation Beacons



Security Camera

Homepage of Sidewalk Labs 307 office with a list of all of the sensors and technology.

When an individual scans the QR code in or around 307 or clicks on the DTPR link, they are taken to the technology page which provides more information about that technology.

Security cameras are in use in this area

 Safety & Security	 Identifiable Video	 Sidewalk Labs
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Video recording is used on these premises for security reasons, and only reviewed in the case of an event. If you have any questions contact privacy@sidewalklabs.com

	Sidewalk Labs	Accountability <input type="checkbox"/>
	Safety & Security	Purpose <input type="checkbox"/>
	Identifiable Video	Technology Type <input type="checkbox"/>
	Pixel-based Image	Data Type <input type="checkbox"/>

We believe that individuals should be given the opportunity to provide feedback to the accountable organization, so we have included a feedback mechanism.

How do you feel about this technology?

Say more about why...

This is an open-source prototype from the Digital Transparency in the Public Realm project.

[LEARN MORE HERE](#)

Privacy and Data Governance Considerations

No Collection of Personal Information

Sidewalk Labs' employees log in for the purposes of authentication so they can add places and sensor information. The public will not be given the ability to log in.

Users of the digital channel are not required to share information that will personally identify them to use the digital channel and users are not prompted or invited to share such information. We do not have access to your IP address or device information.

Stakeholder Concerns

How is data shared and accessed?

The data will not be shared with third parties, sold, or used to serve ads.

How does this system address issues of consent around data collection in the public realm?

Under current Canadian law that applies to companies, if a company placed a device that collects personal information in public spaces, consent is deemed to have been obtained by such company placing a notice by the data collection device. We understand the challenge with this as it can be difficult for the public to understand what the device is doing and why it is there. With this project, we believe that it goes beyond the current notice practice and is a meaningful step forward because it provides more information to individuals in addition to any data collection activity being subject to a rigorous review and assessment prior to collection use. [Research](#) has shown that often users are not fully reading or comprehending some of the current privacy and data collection policies and users sometimes indicate they do not fully understand their implications or trade-offs or how to provide feedback or ask questions.

The DTPR digital channel is beneficial because it goes beyond a sign and it provides transparency about technologies that exist in the public realm, including whether or not personal information is collected, and how any data collected is used, stored and accessed. The digital channel is only accessible by an individual proactively taking action (scanning a QR code that is in the public realm) or by clicking on the DTPR link (for example, found in a published RDU Summary).

What is the proper balance of individual privacy with the need to collect and use data to improve the quality of life in cities?

Technology is all around us, but often invisible. From CCTVs, to traffic cameras, transit card readers, bike lane counters, wifi access points, to occupancy sensors that turn fixtures like lights and faucets on and off, and open doors. We are also not limiting the DTPR project and digital channel to only the collection of personal information, as we believe there needs to be greater

transparency and education on all the ways technology is used in the public realm. We hope that digital transparency can begin to educate and empower users to meaningfully engage in the topic by helping make what is currently invisible, visible. Over time, we hope the project enables better practices and informs up-front decisions about technology deployment by supporting adoption of higher standards and transparency.

What about those who are visually impaired? Are there any thoughts around how they would be able to access knowledge of the symbols as well?

At our 307 office space, we use navigational beacons installed by the Canadian National Institute for the Blind ([CNIB](#)) and BlindSquare that help people who are visually-impaired find their way around the space and learn more about the exhibits in our space. For this project, the QR codes link to this digital channel for more information. We'd like to work to have an audio version of the information as well. We could see it working with the navigational beacons.

Minimum Technology Used and Data Collected to Meet the Objectives

QR codes enable people to access web pages where they can find detailed information and provide feedback (via buttons or by sending an email) to the organizations accountable for the digital technologies. Personal information is not required to provide the services to users, so none is being collected.

Summary

Regulatory entities in both the [EU](#) and the [US](#) have called for the development of icons to communicate key terms and concepts around privacy in a clear and digestible manner. The hex icons and QR codes provide a visual means for people to quickly understand what digital technologies are present in the built environment, how they work, and the purposes they serve and provides them with a way to get more information and provide feedback. There is no existing privacy icon system or prototype that is focused on data collection in the public realm, or that seeks to bridge the physical and digital realms. We hope that digital transparency can begin to educate and empower users to meaningfully engage in the topic by helping make what is currently invisible, visible. Over time, we hope the project enables better practices and informs up-front decisions about technology deployment by supporting adoption of higher standards and transparency.