



Media Release

For Immediate Release
December 1, 2008

Calgary Parking Authority applauds Privacy Commissioner's report *ParkPlus System meets privacy requirements and satisfies legislation*

The Calgary Parking Authority is pleased with the findings of the Information and Privacy Commissioner's recently released investigation report regarding the ParkPlus System. The report, released today, finds the ParkPlus System meets the privacy requirements as outlined in the *Freedom of Information and Protection of Privacy Act*.

"The report validates the way we gather and protect the information required for the ParkPlus System," said General Manager Dale Fraser. "The Calgary Parking Authority has taken considerable steps to protect customer privacy when someone conducts a parking transaction or provides information to activate a cellphone account, and this report recognizes the work we've done. It speaks to the integrity of our system."

The ParkPlus System was introduced in Calgary in September 2007 and requires anyone who wishes to park on-street in the downtown core and other central neighbourhoods to enter license plate information when paying at a pay machine. Customers who choose to set up a cellphone account are required to provide their name, email address, phone number, license plate and credit card information.

In 2006, the CPA commissioned an Ipsos-Reid survey of 600 Calgarians to find out what methods of payment they preferred for parking. Of those surveyed 45 per cent said they would like to pay by credit card and 39 per cent said they would like to pay by cell phone.

"Calgarians were also very clear about the need to protect their privacy," said Fraser. "So we put in place a comprehensive set of standards to ensure a secure parking experience."

In addition to protecting personal information and financial transactions of its customers, the CPA has instituted security training for all personnel and developed new policies and procedures around the safeguarding of personal information.

"We will continue to stay vigilant and do our utmost to protect our customer's privacy," said Fraser.

There have been over 1.7 million successful ParkPlus System transactions to date, with nearly 30 per cent paying by cellphone, 45 per cent by credit card and 25 per cent by cash.

About the Calgary Parking Authority

The Calgary Parking Authority fulfills the City of Calgary's parking responsibilities and implements the municipality's parking policies by managing on- and off-street public parking facilities, the enforcement program and providing parking advisory services.

-30-

Media Contact:

Shelley Trigg, Public Affairs Coordinator
Calgary Parking Authority
620 – 9th Avenue SW, Calgary, AB T2P 1L5
403-537-7099 403-540-6867 (cell)
email shelley.trigg@calgaryparking.com
www.calgaryparking.com