

Parties, Campaigns and Voter Surveillance: Emerging Practices and Canadian Privacy Law

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Office of the
Privacy Commissioner
of Canada

Commissariat
à la protection de
la vie privée du Canada

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Privacy Research Papers

Canadian Federal Political Parties and Personal Privacy Protection: A Comparative Analysis

Colin J. Bennett

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Robin M. Bayley

Linden Consulting, Inc.

Commissioned by the Office of the Privacy Commissioner of Canada

March 2012

Disclaimer: The opinions expressed in this report are those of the author(s) and do not necessarily reflect those of the Office of the Privacy Commissioner of Canada.



[PDF Version](#)

Robocalls phone number registered to 'Pierre Poutine'

Number used to make automated calls in Guelph, Ont., on election day

By Laura Payton, [CBC News](#) Posted: Feb 28, 2012 3:38 PM ET | Last Updated: Mar 1, 2012 8:52 AM ET 2759



Preventing Deceptive Communications with Electors

Recommendations from the Chief Electoral Officer of Canada
Following the 41st General Election

Outline

- Current trends in voter surveillance in Canada
 - “Voter management” databases to integrated voter management platforms
 - Integration of data from commercial data brokerage firms and user-generated data
 - Integrated campaign toolkits
 - Decentralization of voter intelligence to local campaigns
 - Micro-targeting and micro-listening
- Mobile apps in contemporary campaigning
 - Apps for political messaging
 - Apps for canvassers
 - Apps for ‘targeted sharing’
 - Apps for campaign donation
 - Apps for civic engagement
- Canadian Privacy Law and Political Parties

Voter management databases

- US
 - GOP Data Center
 - Voter Activation Network
- Canada
 - Conservative Constituency Information Management System (CIMS)
 - Liberalist
 - NDP Vote
- UK
 - Conservatives: Managing Elector Relations through Local Information Networks (MERLIN)
 - Labour: Contact Creator
- Australia
 - Labour: Electrac
 - Liberal: Feedback


Case Study: The Conservative Information Management System (Canada)

- Identify supporters of the Party
- Manage memberships
- Track issues, lawn signs, volunteers, events and more
- Get Out The Vote (GOTV)
- A permanent and national database



Calculating levels of support

Tracks Supporters, Non-Supporters and Undecided on scale from -15 to +15

-15 to -5	-4 to -1	0	1 to 4	5 to 15
				
Non Supporter	Accessible Somewhat	Undecided	Accessible Likely	Supporter

Walk and Phone Lists

- CIMS has tools to print off lists for canvassers
- Each sheet contains the name, address and support level of each constituent
- Sheet has a location for entering information gained from the house
- Information is then scanned back into CIMS

Walk and Phone Lists

The screenshot shows a software window titled "Generate Walk List" with a standard Windows-style title bar (minimize, maximize, close buttons). The window contains three tabs: "Search", "Targeting", and "Print options", with "Search" currently selected. The "General criteria" section includes a "Riding:" dropdown menu set to "35062 Ottawa Centre", a "Poll(s):" dropdown menu set to "940", and three navigation buttons: ">", "<", and "<<". To the right of these buttons is a large empty rectangular box. Below this is the "Street Side(s)" section with three radio buttons: "Both" (selected), "Even side only", and "Odd side only". The "Advanced criteria" section features a "Street Name only:" text input field, a "Use Postal Code" checkbox (unchecked), and a table with three columns: "Street Name", "Type", and "Municipality". The table is currently empty. To the right of the table are three buttons: "Search", "Clear", and "Remove". At the bottom of the window are two buttons: "Generate Report" and "Close".

Generate Walk List

Search | Targeting | Print options

General criteria

Riding: 35062 Ottawa Centre

Poll(s): 940

> < <<

Street Side(s)

☒ Both ☐ Even side only ☐ Odd side only

Advanced criteria

Street Name only:

☐ Use Postal Code

Street Name	Type	Municipality
-------------	------	--------------

Search Clear Remove

Generate Report Close

Walk and Phone Lists

Walk List

35062 Ottawa Centre

CIMS.net

W jerry 35062 3/12/2007 11:43:36

Page 2 of 37







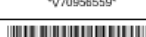
Albert St

Name and Contact Info

Contacted([V]), Moved(M),
Deceased(D), Not Home(NH)

Notes

DO NOT MARK
BARCODE

111	#62	⊙	Guilbault, Charles Douglas	⊙	⚡	Ⓜ	NH	__	⊙	⊙	⊙	V L
												 "V70956618"
111	#6	⊙	Stowe, Lana Rae	●	⚡		NH	__	⊙	⊙	⊙	V L
												 "V70956568"
116	#1002	⊙	Townsend, Thomas M	●	⚡		NH	__	⊙	⊙	⊙	V L
												 "V70956665"
130	#1720	⊙	McTory, Rory	⊙	I	D V	Ⓜ	NH	__	⊙	⊙	V L
												 "V70956493"
130	#606	⊙	Espiritu, Charmaine	●	⚡		NH	__	⊙	⊙	⊙	V L
												 "V70956570"
130	#420	⊙	Lambert, Janet	⊙	⚡	Ⓜ	NH	__	⊙	⊙	⊙	V L
												 "V70956559"
130	#126	⊙	Doe, Jon	●	⚡		NH	__	⊙	⊙	⊙	V L
												 "V70956569"

Date Canvassed: _____

Canvassed By: _____

Legend	⊙ Supporter	⊙ Accessible	⊙ Knock on Door	I Hist. Issue	V Hist. Volunteer	⚡ Eligible Voter
	⊙ Non-Supporter	● Unknown	⊙ Skip Door	D Hist. Donor	L Hist. Lawnsign	⊙ Non - Eligible Voter
			Ⓜ Phone Exists	C Communications		⚡ Eligibility is Unknown

Mail and E-Mail

- Householding
 - e-mail when sharing e-mail addresses
 - mail when people with the same last name are at the same mailing address
- CIMS is connected to an e-mail server that allows it to instantly send messages
- Preformatted mailing labels
- Mail merge with Word for personalised correspondence

Mail and E-Mail

Distribution Wizard - Steps 3 and 4

Step 3 - Householding

Household:

Mail ☒ Groups Mail by Last Name and Address

E-Mail ☒ Send only one E-Mail per E-Mail Address

Fax ☐ Send only one Fax per fax number

Courier ☐ Send only one Courier Package per Address

Door Knock ☐ Drop only one piece per household

Step 4 - Destination

Mail: Avery Labels 5162

E-Mail: Export File

Fax:

Courier:

Hand Delivery:

Save File As:

Browse...

Browse...

Browse...

Browse...

Browse...

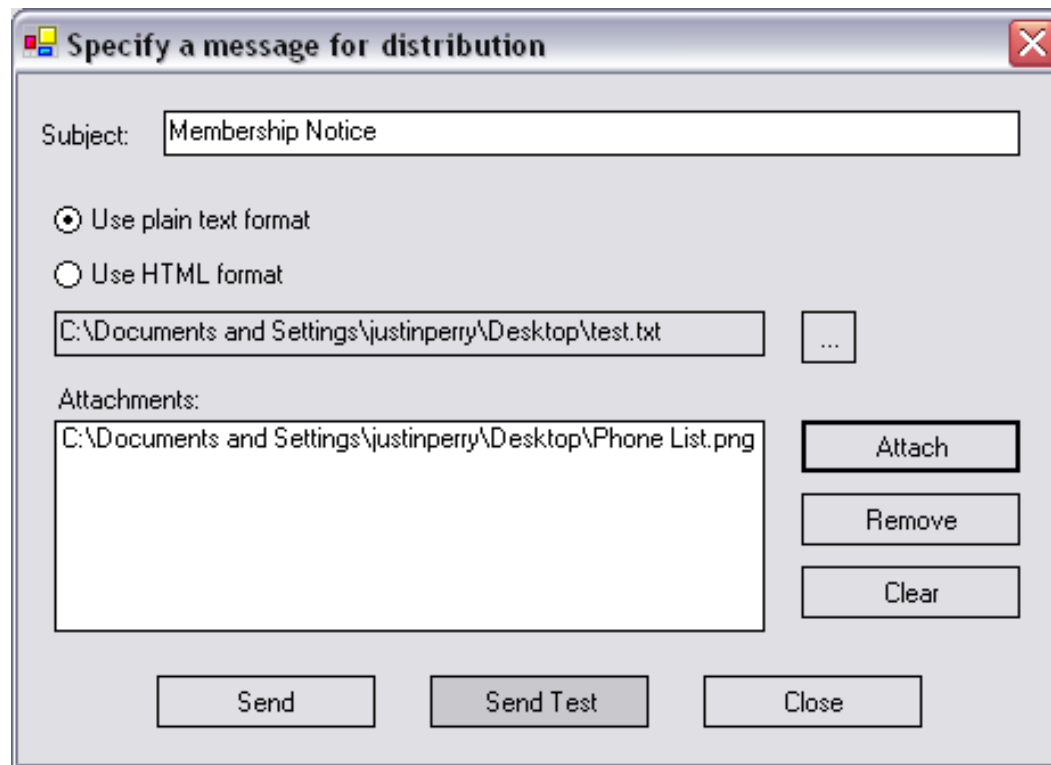
Browse...

Back... Close Continue...

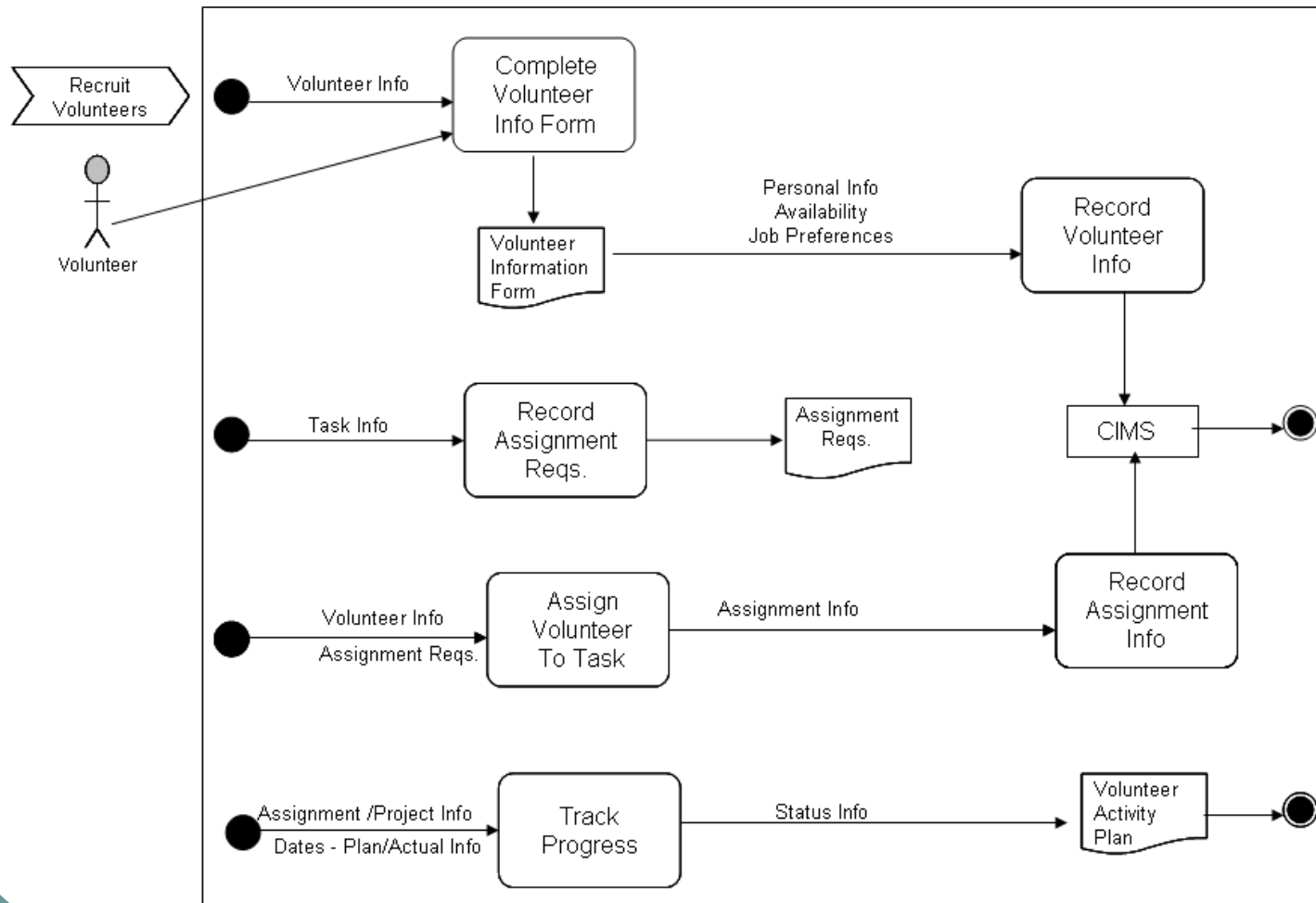
Rory McTory
1720-130 Albert St
Ottawa ON K1P 5G4

17204921039

Mail and E-Mail



Maintain Volunteer Lists



Maintain Volunteer Lists

The screenshot shows the 'Members/Executive Reporting' window with the 'Volunteers' tab selected. The 'Active' status is chosen, and the 'Active In Election' section is configured with specific date and election filters. The 'Day/Time Info' section is set to 'Weekdays' from 0 to 24. The 'Job Categories' section is set to 'Campaign' and 'CIMS Operator'. The 'Concatenation with Membership Filter' is set to 'No Concatenation'. The 'Order by' is set to 'Org. Name'. A 'Volunteer Report' button is visible at the bottom right.

Members/Executive Reporting

Organizations | Membership | Executives | **Volunteers**

General Info

Status

☐ All ☒ Include Contacted

☒ **Active** ☐ Inactive

Active In Election

Election: All

Volunteer Start Date: >= 11/ 1/2005 AND

Volunteer Start Date: <= 2/15/2007

Day/Time Info

Days: Weekdays

From: 0 To: 24

☒ Use Days Only

Job Categories

Job Category: Campaign

Job Description: CIMS Operator

☒ Experience in selected job(s)

Concatenation with Membership Filter

☒ No Concatenation ☐ AND ☐ NOT IN

Order by

☒ Org. Name ☐ Riding Name

☐ Print Each Organization On A New Page

☐ Change Default Report Caption

Volunteer Report

Found 2 records

Maintain Volunteer Lists

2/15/2007

VOLUNTEER REPORT

Selection Criteria:

n/a

Deceased: n/a

No current residential address: n/a

Eligible party voters: n/a

35062-Ottawa Centre Conservative Party Candidate 2004

Rory McTory

Campaign, CIMS Operator

Res. Add: 1720-130 Albert St Ottawa ON K1P 5G4

Summer Add: 1 Conservative Way Vernon River PE C0A 2E0

Home Phone: (613) 755-2000

Business Phone: (866) 306-7779










E-mail Address: rorymctory@conservative.ca

Get Out The Vote - GOTV

- Find supporters and make sure they get out and vote

CIMS.net-E-Day Report
Poll 50

Sort Order: Rural Sort
35062 Ottawa Centre

Sequence Number	Name	Address	Phone	Already Voted(X)	Notes	DO NOT MARK ON BAR CODE
451	Chiasson, Ghislain Joseph	1000 St. Jean, Ottawa, ON K1N 1B5	(613) 728-2288	<input type="checkbox"/>		 *C11273385*
	Clarke, Alen	1000 St. Jean, Ottawa, ON K1N 1B5	(613) 728-2288	<input type="checkbox"/>		 *C21051626*
235	Crawford, Margaret Elisabeth	1000 St. Jean, Ottawa, ON K1N 1B5	(613) 728-2288	<input type="checkbox"/>		 *C23786332*
482	Cunningham, Dennis Thomas	1000 St. Jean, Ottawa, ON K1N 1B5	(613) 728-2288	<input type="checkbox"/>		 *C9651445*
375	Etherington, Helen	1000 St. Jean, Ottawa, ON K1N 1B5	(613) 728-2288	<input type="checkbox"/>		 *C8635831*
238	Genge, Karen L	1000 St. Jean, Ottawa, ON K1N 1B5	(613) 728-2288	<input type="checkbox"/>		 *C23786337*
1	Jensen, Ole	1000 St. Jean, Ottawa, ON K1N 1B5	(613) 728-2288	<input type="checkbox"/>		 *C11037791*
330	Kuutan, Ingeborg Jutta	1000 St. Jean, Ottawa, ON K1N 1B5	(613) 728-2288	<input type="checkbox"/>		 *C7523102*
428	Mach, Ales	1000 St. Jean, Ottawa, ON K1N 1B5	(613) 728-2288	<input type="checkbox"/>		 *C25984826*

Get Out The Vote - GOTV

CIMS.net - Bingo Sheets

POLL: 10

35062 Ottawa Centre

VL:

SCRUTINEER

PICK UP TIME

[illegible]

Get Out The Vote - GOTV

Universal Data Entry

Please select scanning type: Voting History Please select Election: Upcoming Federal Election

☐ Supporters ☒ Bingo Sheet

Riding: 35062 Ottawa Centr Poll: 940

Details

Method: General Election E-Day

Vote Date: 4/30/2007

Source: Scrutineer Bingo Sheet

Scan or type in a code here: Bingo Sheet Entry

Scanning Details

Save And Exit Clear Undo Last Person Info Cancel



Use Turfcutter

The TurfCutter function allows you to target individuals by a specific region allowing you to tailor your approach.

1. In *My Voters* or *Shared Contacts*, first click *Go to My List* then click on the *CutTurf* icon on. (You can cut your list when you have less than 2,500 people on your list.)



Cut Turf

2. This will take you to the *Turf Cutter* page. When you choose “Browse Map”, the map is in navigation mode. Use the + (plus) symbol to zoom in and the – (minus) to zoom out, or you can use the slider control for zooming.



3. From the menu, select whether you want to view the icons by selecting *Doors*, *People*, or *Both*.

Show Counts By

- ☒ Doors
- ☐ People
- ☐ Both

Times have changed!





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"Democrats showed decisively
that their ground game ... is
devastatingly better
than anything their
rivals have to offer."

- CNN, 11/7/12



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Political leaders



Website management



Supporter management



Free voter file



Communications



Donor management



Volunteer management



Recruiter management



Talk with an organizer

Digital field wins elections

The old model of campaigning – raising a ton of money, buying a lot of media attention six weeks before an election, blitzing voters through direct mail or tv – is obsolete.

This was never more evident than in the 2012 presidential election. Romney and his affiliated super PACs spent vast amounts of money on ads and neglected their ground game. Obama spent dramatically more on field, with three times as many field offices and three times as many volunteers.

People aren't paying attention to ads anymore; they're paying attention to real people. This is good news for every single person who wants to run for any kind of office. You don't need a huge budget or institutional support to run – and win – your campaign. You just need to talk and listen to your community. You need to build relationships and get people to pay attention to you. You need to organize the field.

Field organizing has four phases. The first is listening to your community, hearing their problems and figuring out how to solve them. The second is identifying and engaging your supporters, turning them into volunteers and training them to be leaders who bring in more supporters. The third is persuasion – finding folks who could support you if you called them up, knocked on their door, or invited them to an event. The fourth is getting all the volunteers you've recruited to bring all your supporters to the polls. The campaign that does this better wins.

President Obama spent millions of dollars building the technology to coordinate this. You don't have to.



Download this tour as a PDF





Daniel Maree of Million Hoodies Movement for Justice is honoring the death of Trayvon Martin by organizing tens of thousands of supporters around the country to end violence and racial discrimination.

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The world's first **Community Organizing System**



Campaigns

Aristotle has delivered smarter tools to political campaigns since 1983. Every U.S. President – Democrat and Republican – from Reagan through Obama, has used Aristotle products and/or services, as have many U.S. Senators, members of the U.S. House of Representatives, Democratic and Republican state party organizations and other major campaigns worldwide.

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Political Data

Voter Lists Online

VoterIQ

Data Matching

New Mover Data

Congressional Office Data

Premium Enhancements

Contributor Data Lookup

Voter Lists Online

VoterListsOnline.com – Online Access to Voters, 24/7

Aristotle's VoterListsOnline.com gives you complete access to the voters in your district 24/7 from your browser. You never have to rely on an outside vendor or pay for unwanted selects every time you want a label or walk list.

[Set up your free account now »](#)

Now you can instantly access a highly customized voter list, anytime. With the click of a mouse, you can set your criteria and search the most current list of voters. From over 190 million records, you may search as many times as you wish until you've narrowed the list down to super voters, absentee voters, party faithful or any other targeted group of voters you choose. To download in the format you need, simply purchase the list with a credit card. There is no charge to perform your searches and the information can be downloaded in the format you need right away.

MICROTARGETING

Election profiteering or political precision?

- 
- Single father of one
 - Science teacher
 - Cares most strongly about education issues
 - Registered independent, but always votes Democratic

- Married couple
- Four children
- Dentist
- Mormon
- \$285,000 mortgage
- Strong Republican leaning

Microtargeting: How campaigns know you better than you know yourself

By Allison Brennan, CNN

November 5, 2012 -- Updated 2345 GMT (0745 HKT)



Cleveland voters overwhelmed by ads

MICRO-LISTENING

Project Dreamcatcher

How cutting-edge text analytics can help the Obama campaign determine voters' hopes and fears.

By [Sasha Issenberg](#) | Posted Friday, Jan. 13, 2012, at 4:48 PM



President Obama has hired "chief scientist" Rayid Ghani to do market research for his 2012 re-election campaign
JEWEL SAMAD

Integration of mobile apps....

- For political messaging
- For “canvassing”
- For “targeted sharing”
- For donating
- For civic engagement



NDP App for iPhone and iPad

Tom Mulcair and your New Democrat team are putting forward practical solutions to improve the lives of Canadians and future generations.

Now you can connect with Tom Mulcair – with the brand new NDP app for iPhone and iPad.

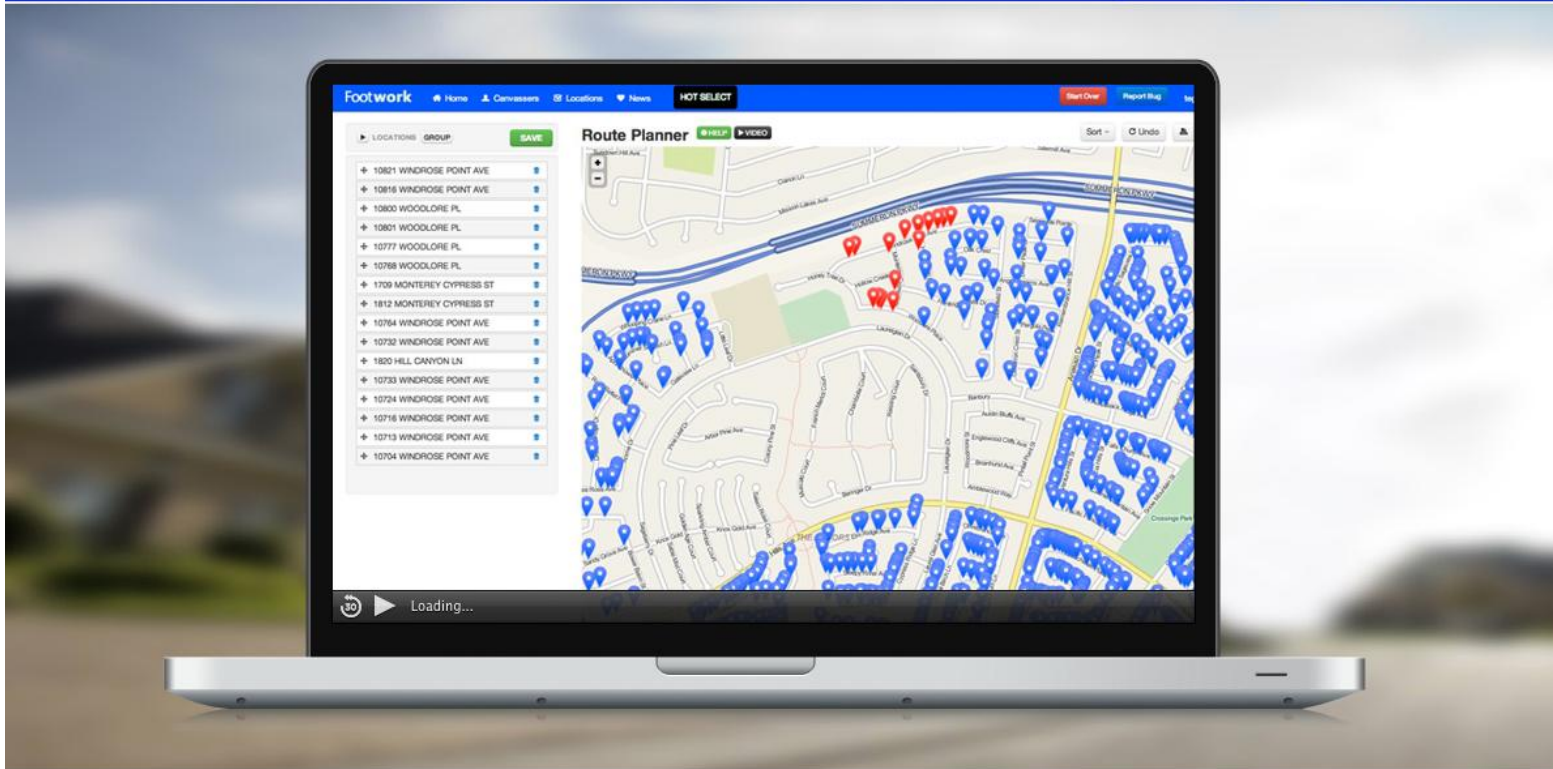


NDP App for iPhone



NDP App for iPad

Send a note right from the app – and Tom Mulcair will message you back.



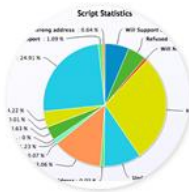
Dead Easy Routes

Footwork makes creating route plans for your canvassers a painless process. Our Route Planner tool takes the pain out of the process by allowing you to draw on an interactive map.



Canvas to Facebook

Footwork allows your canvassers to post their activity to Facebook's timeline, bringing a social awareness to your campaign efforts.



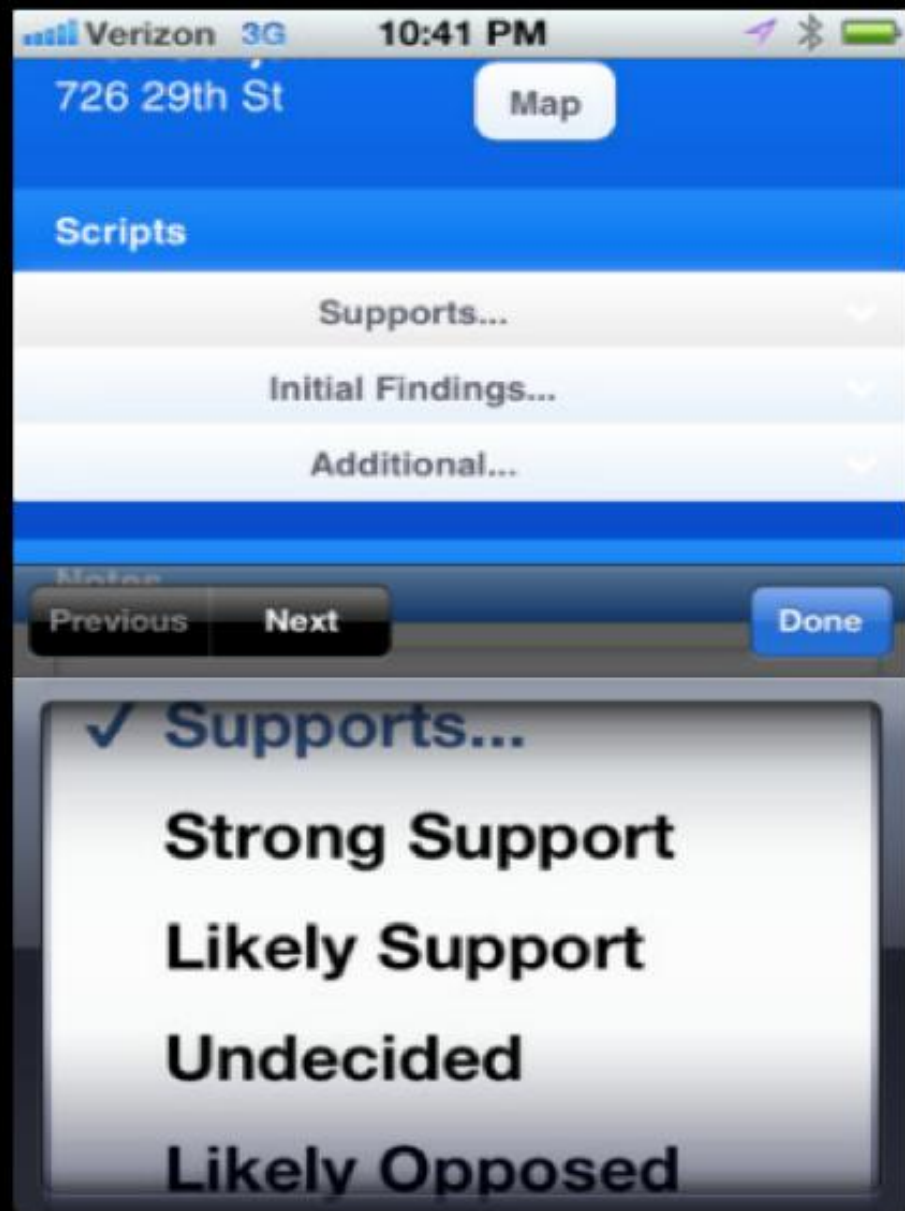
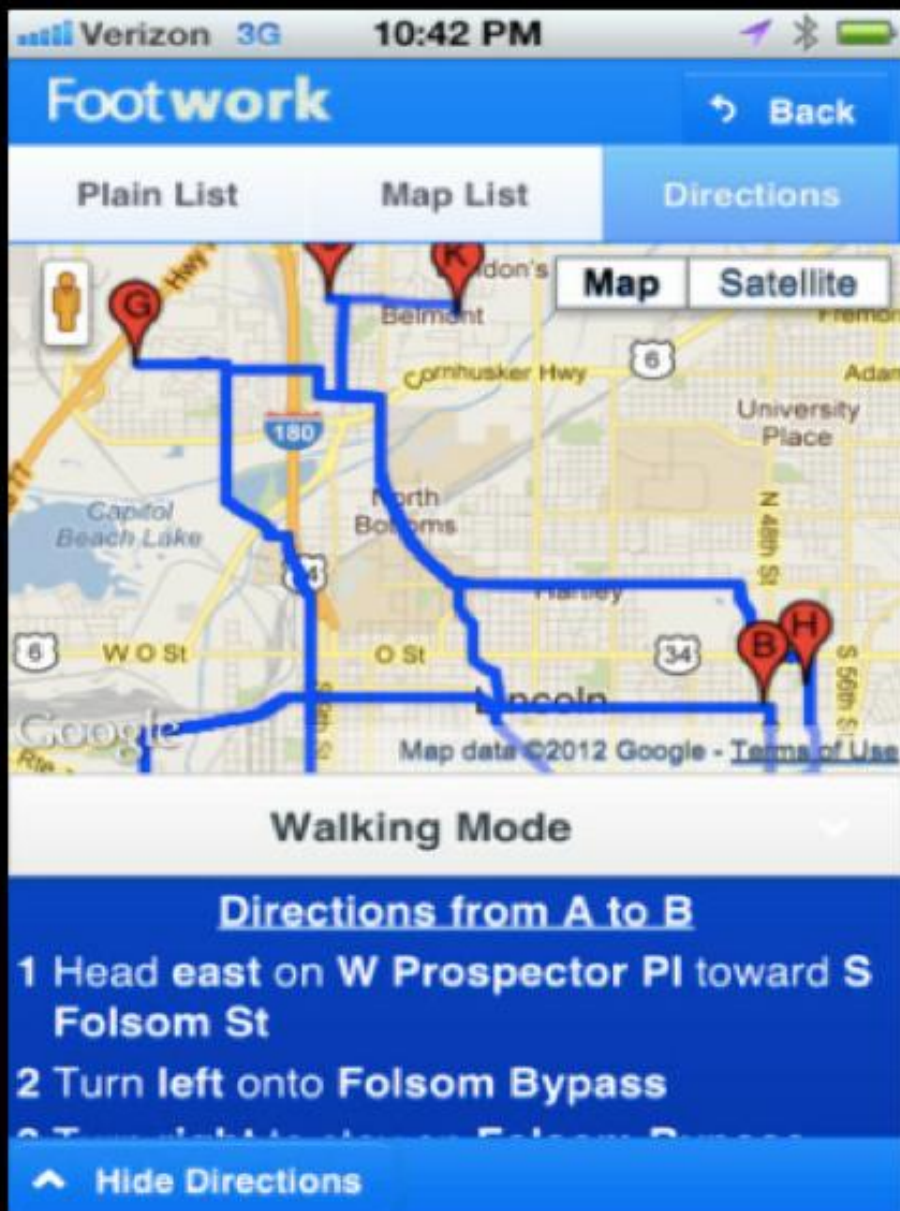
Charts and Graphs

Footwork provides real-time metrics, fancy charts and shows you just how many doors your canvassers have hit. Don't wonder if they've finished their turf, see it in real time.

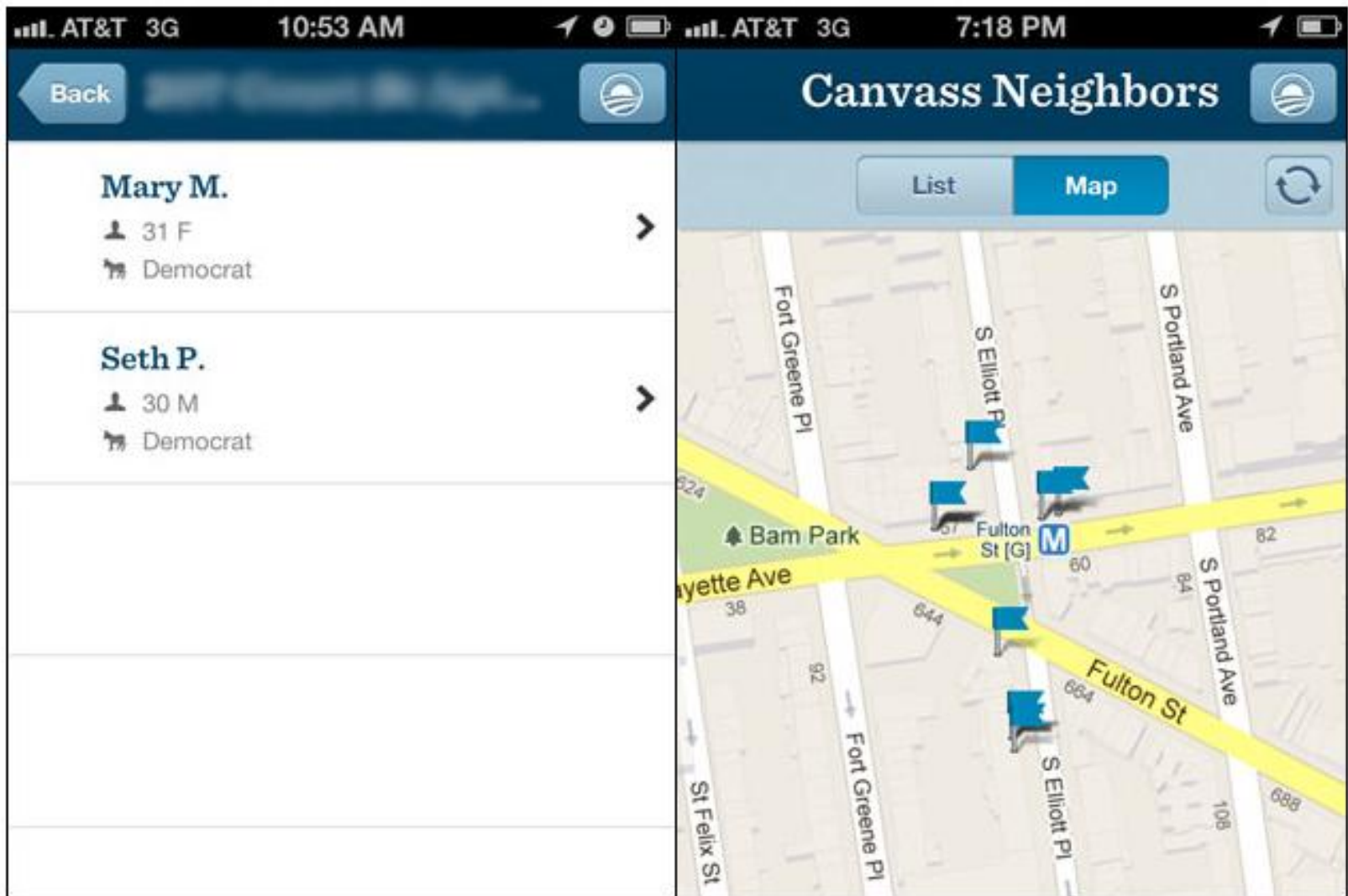


Platform Support

Footwork has broad support for the vast majority of smartphone, tablet and e-reader platforms.



Is Your Neighbor a Democrat? Obama Has an App for That



Social Media and “Targeted Sharing”

facebook

Email or Phone

Password

☐ Keep me logged in

Forgot your password?

Log In



Barack Obama is on Facebook.

To connect with Barack Obama, sign up for Facebook today.

[Sign Up](#) [Log In](#)



Barack Obama

Barak Obama was merged with this page [?] · 35,329,280 likes · 1,724,477 talking about this

 Like



Politician

This page is run by Organizing for Action. To visit the White House Facebook page, go to facebook.com/WhiteHouse.

About



Photos

 **35m**

Likes

Harvesting of voter intelligence data dependent on privacy choices within social media platforms

Change those Settings

Simply uncheck all the info you want to keep private



- | | |
|--|---|
| <input type="checkbox"/> Bio | <input type="checkbox"/> My videos |
| <input type="checkbox"/> Birthday | <input type="checkbox"/> My links |
| <input type="checkbox"/> Family and relationships | <input type="checkbox"/> My notes |
| <input type="checkbox"/> Interested in | <input type="checkbox"/> Hometown |
| <input type="checkbox"/> Religious and political views | <input type="checkbox"/> Current city |
| <input type="checkbox"/> My website | <input type="checkbox"/> Education and work |
| <input type="checkbox"/> If I'm online | <input type="checkbox"/> Activities, interests, things I like |
| <input type="checkbox"/> My status updates | <input type="checkbox"/> My app activity |
| <input type="checkbox"/> My photos | |



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TWO POSSIBLE
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IF YOU ARE READY



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30% of BSD clients' emails are now viewed on a smartphone or tablet. But action rates from mobile browsers are 50% lower than desktops. Complex forms and extra keystrokes are stopping your supporters from taking action.

With BSD's new "Quick Donate" feature your supporters can contribute with just a single click — via mobile email, SMS or your website. That means more donations and more revenue from all devices.

From: **Ed Zecutivedirector, MyCause.org**

Support the cause

Hi, Thanks for supporting our cause. Donate today and help us take our movement to the next level. Make a one-click donation of \$10 below.

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When a supporter clicks a Quick Donate link in an email message, their credit card will be charged immediately.

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Thanks for joining our quick donate campaign! To donate now, reply with the amount you'd like to give. Standard MSG and data rates apply. Text STOP to stop.

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quick donate from a text message

Send SMS donation appeals to your supporters. They'll simply reply with the amount they want to give.

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Contributor

Robby Moribus

1 Main Street
New York, NY 10011

Saved Payment Info:

Type: American Express
Number: ***** 0900

[Use different info](#)

[Manage your account](#)

Select amount

☐ \$10 ☐ \$25 ☐ \$50 ☐ \$100

quick donate from your website

Stop asking your donors to complete forms. Prefilled information means transactions are finalized in seconds.

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MyPolitics Canada

By Purple Forge

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Free

Category: [Lifestyle](#)

Updated: May 20, 2011

Version: 3.05

Size: 12.4 MB

Languages: English, French,
Portuguese, Spanish

Seller: Purple Forge

© Purple Forge Corp.

Rated 4+

Compatibility: Requires iOS 3.0
or later. Compatible with
iPhone, iPad, and iPod touch.

Customer Ratings

Current Version:

★★★ 25 Ratings

All Versions:

★★★ 158 Ratings

More iPhone Apps by Purple Forge



DeVore4CA

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Description

Keep Up on the Latest in Canadian Politics!

MyPolitics is intended to be a dashboard for politics.

[Purple Forge Web Site](#) ▶ [MyPolitics Canada Support](#) ▶

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What's New in Version 3.05

Stability enhancements

iPhone Screenshots



Trends?

- Mass Messaging to Micro-Targeting
- Voter Management Databases to Integrated Voter Management Platforms (the “Campaign in a Box”)
- Traditional data collection and aggregation supplemented by: user-generated data, and unstructured data capture
- Recruitment through volunteers to recruitment through peers (“Targeted Sharing”)

Political Parties and Canadian Privacy Law

- Political parties covered by neither PIPEDA nor the Privacy Act
- Not covered by provincial privacy laws, with the exception of BC Personal Information Protection Act which applies to “a person, an unincorporated association, a trade union, a trust or a not for profit organization”
 - Case involving NDP (access to Facebook passwords for candidates)
 - Case involving BC Liberals on sharing of personal information on Multicultural strategic outreach plan
- FOIPPA or equivalents do not cover parties or legislative assemblies
- Parties not covered by “Do-Not-Call” rules: supposed to administer internal DNC lists
- Parties not covered by recent Canada Anti-Spam legislation
- But data received from Elections Canada is regulated under Canada Elections Act

Parties, candidates and elections: privacy-related issues

- Intrusiveness from political marketing: the same rules as for commercial marketing?
- Non-consensual capture, use and disclosure of personal information:
 - Data sharing over party/elected official divide
 - Data captured by canvassers
 - Data captured through cookies
 - Data captured via social media
 - Data sharing with “like-minded” organizations
- Information accuracy (false identification of supporters)
- Data breaches



Current Proposals from Elections Canada (March 2013)

- Privacy Code of Practice for Parties(based on CSA standard)
- Certification a condition for receiving Voters Lists



Preventing Deceptive Communications with Electors

Recommendations from the Chief Electoral Officer of Canada
Following the 41st General Election

A Regulatory Dilemma

- Public Interest in voter participation and mobilization
- But, data on political affiliation can be sensitive
- Development of Canadian privacy law has left parties unregulated
- Inter-party competitiveness and secrecy
- Difficult to get politicians to regulate themselves
- A real “can of worms” for Privacy Commissioners