

August 1, 2018

Dear Committee Members Packard, Anderson, Patterson, and Raveche,

Thank you for all your work on simplifying these complicated measures. The following is a humble attempt to simplify the guidelines that will be put in the City Charter should the Privacy First policy pass. It isn't perfect, but I encourage the committee to try to simplify the guidelines and still include them in a way that doesn't make it seem like this is what will be law if passed. From what I gather, it is important for the voter to understand what the eventual proposed policy will entail. I understand this is a significant change, but I hope this may inspire amendments to the approved draft.

I respectfully defer to your expertise on wording and what the average voter needs to understand. Please take the following as suggestions for improvement.

Suggested deletions in ~~strikethrough~~ and additions in *red italics*.

Again, thank you for consideration,
Jimmy Chion
Founder, By The Bay, ballot.fyi

City Privacy Policy* Digest by the Ballot Simplification Committee

The Way It Is Now: The City has laws that provide some privacy protections in the collection, storage, sharing or use of personal information by the City and its contractors. The City does not have a comprehensive policy regarding the protection of personal information.

The Proposal: Proposition ___ is a Charter amendment that would adopt guidelines for City agencies and officials when they consider proposed laws, regulations, policies and practices protecting privacy.

Proposition ___ would require the City Administrator, by May 29, 2019, to propose an ordinance to the Board of Supervisors addressing the collection, storage, sharing and use of personal information. The ordinance must contain rules for:

- The City;
- Third parties who hold contracts or leases with the City;
- Third parties who have permits, grants or licenses from the City.

The ~~policy~~ **proposed ordinance** would apply to the **actions regarding personal data, including the** collection, storage, sharing and use of any individual's ~~personal~~ information. *It would be consistent with the following guidelines, subject to approval by the Board of Supervisors:*

- Inform people who are likely to be affected
- Obtain informed consent from individuals
- Ensure that actions regarding personal data are done so lawfully
- Allow individuals to access their own personal data
- Adopt policies and practices to respond to requests for personal data
- Discourage actions regarding personal data unless necessary
- Remove identifying information from personal data
- Refrain from tracking individuals in a way that collects their personal data
- Mitigate bias and inaccuracy in actions regarding personal data
- Protect personal data from unauthorized disclosure, access, or loss

A “YES” Vote Means: If you vote “yes,” you want to amend the City Charter to include privacy guidelines and require the City Administrator to propose privacy rules to the Board of Supervisors.

A “NO” Vote Means: If you vote “no,” you do not want to make these changes.

