



PERSONAL INFORMATION PROTECTION ACT
Breach Notification Decision

Organization providing notice under section 34.1 of PIPA	Best Buy Canada Ltd. (Organization)
Decision number (file number)	P2021-ND-010 (File #016822)
Date notice received by OIPC	March 04, 2020
Date Organization last provided information	March 04, 2020
Date of decision	February 16, 2021
Summary of decision	There is a real risk of significant harm to the individuals affected by this incident. The Organization is required to notify those individuals whose personal information was collected in Alberta pursuant to section 37.1 of <i>the Personal Information Protection Act</i> (PIPA).
JURISDICTION	
Section 1(1)(i) of PIPA “organization”	The Organization operates in Alberta and is an “organization” as defined in section 1(1)(i) of PIPA.
Section 1(1)(k) of PIPA “personal information”	<p>The incident involved all or some of the following information:</p> <ul style="list-style-type: none">• name,• address,• email address,• telephone number, and• signature. <p>This information is about identifiable individuals and is “personal information” as defined in section 1(1)(k) of PIPA.</p>
DESCRIPTION OF INCIDENT	
<input checked="" type="checkbox"/> loss <input type="checkbox"/> unauthorized access <input type="checkbox"/> unauthorized disclosure	
Description of incident	<ul style="list-style-type: none">• On or around January 27, 2020, one of the Organization’s Geek Squad Agents filled out a site survey form at a customer’s home to summarize the service performed and to provide additional information about the site conditions.• The booklet containing the form was subsequently misplaced.

Affected individuals	The incident affected 67 residents of Alberta.
Steps taken to reduce risk of harm to individuals	<ul style="list-style-type: none"> • Raised with the employee as a training opportunity. • Offered 12-month of credit monitoring to the affected customers.
Steps taken to notify individuals of the incident	Affected individuals were notified by letter sent by email, regular mail and telephone call on February 28, 2020 and March 3, 2020.
REAL RISK OF SIGNIFICANT HARM ANALYSIS	
Harm Some damage or detriment or injury that could be caused to affected individuals as a result of the incident. The harm must also be “significant.” It must be important, meaningful, and with non-trivial consequences or effects.	<p>The Organization reported the possible harms that might result from this incident include “Financial loss and Identity theft.”</p> <p>In my view, a reasonable person would consider the contact information at issue, in conjunction with email address and transaction information, could be used for phishing purposes, increasing vulnerability to identity theft and fraud. These are significant harms.</p>
Real Risk The likelihood that the significant harm will result must be more than mere speculation or conjecture. There must be a cause and effect relationship between the incident and the possible harm.	<p>The Organization reported that “The signature along with the address, phone number and email address could create a real risk of harm to the affected customers if disclosed to a third party.”</p> <p>In my view, a reasonable person would consider the likelihood of harm resulting from this incident is increased because the personal information was lost and has not been recovered.</p>
DECISION UNDER SECTION 37.1(1) OF PIPA	
<p>Based on the information provided by the Organization and given the circumstances of the incident, I have decided that there is a real risk of significant harm to the affected individuals. A reasonable person would consider the contact information at issue, in conjunction with email address and transaction information, could be used for phishing purposes, increasing vulnerability to identity theft and fraud. These are significant harms. The likelihood of harm resulting from this incident is increased because the personal information was lost and has not been recovered.</p> <p>I require the Organization to notify the affected individuals in Alberta in accordance with section 19.1 of the <i>Personal Information Protection Act Regulation</i> (Regulation). I understand the Organization notified affected individuals by letter sent by email, regular mail and telephone call on February 28, 2020 and March 3, 2020 in accordance with the Regulation. The Organization is not required to notify the affected individuals again.</p>	

Jill Clayton
Information and Privacy Commissioner