

Data Privacy Principles

The City of Minneapolis creates, collects, and uses data to deliver services and inform decisions. Data can help us deliver better City services and improve the lives of City residents and visitors. Data also brings risks that sensitive information, on individuals or otherwise, may be misused or mishandled.

While federal and state laws protect some data, including some data on individuals, other data that we create or collect must be public by default or must be made public upon request. Therefore, it is important for the City to be consistent and thoughtful about data to balance the values we place both on transparency and on personal privacy.

The City has adopted these Data Privacy Principles to ensure that we consider both the risks and benefits that come from the creation, collection, and use of data; and that we appropriately prioritize privacy for data on individuals. These principles guide our decisions about how we work with data.

We value and prioritize your data privacy.

We recognize that maintaining data privacy is very important and is a priority of City staff.

While we are bound by federal and state laws governing data and record retention, we consider risks before collecting, creating, or using data on individuals, such as names, addresses and other contact information, or driver's license numbers. We also consider how pieces of data that are not directly associated with a person might be combined to identify individuals.

We do not collect data unless there is a reason to do so.

We weigh the risks of creating and collecting data with the potential benefits of using that data. We do not create or collect data on individuals unless there is a reason to do so.

Before adopting new technology, services, or processes, we consider the impact on data privacy.

We do not keep data longer than we need to.

We seek to keep data on individuals only while legally required or needed for a legitimate City purpose.

We strive to be transparent about when, why, and how we collect and use data on individuals.

When there are legitimate practical purposes for us to collect or create data on individuals to do the work of the City, we strive to be transparent about the data being collected or generated by our activity, the reason for doing so, who will have access to it, and the planned duration of data storage.

When feasible, we inform you if the data we collect from you could or must be made publicly available.

We protect your data.

We protect private and confidential data on individuals while it is in our possession. We ensure that this data is only accessed and used by those with a legitimate purpose.

We will tell you as soon as possible when a breach has occurred. Knowing that data about you has been compromised is your first step to minimizing the risks that may come from it.

We want your data to be accurate.

When we need to collect and keep data on individuals, we want this data to be accurate and up-to-date. When possible, we allow individuals to correct inaccurate data about themselves.

We leverage our partnerships to support data privacy.

The City prioritizes data policies, protection, and privacy when engaging with or evaluating partners, vendors, and third-party services seeking permission or license to operate in Minneapolis. The City will leverage our power to encourage them to protect data on individuals and uphold the spirit of these principles.

We educate the public about their rights.

Individuals have a stake in the data that is created or collected about them. We share information and seek to proactively educate the public about their stake in their data and about their rights under our laws and ordinances.

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