

ARGUMENT IN FAVOR OF MEASURE S

“City of Irvine Personal Information Privacy Act”

The City of Irvine Personal Information Privacy Act will respect the California Public Records Act while protecting your privacy. If passed, Measure S will allow the City, on a case-by-case basis, to determine whether e-mail addresses and other personal information provided to the City by private citizens — when signing up for classes, joining volunteer groups or participating in youth sports, senior activities, or other community service programs — should be released to others when a public records request for such information has been made.

The City of Irvine complies fully with the California Public Records Act, allowing access by members of the press, the public or any agency, institution or elected official to information related to the operation of government. The issue at hand is protecting the privacy rights of citizens while preserving transparency in how the people's business is conducted.

Measure S is intended to facilitate the protection of privacy rights for citizens who provide personal data to the City when they participate in community events and activities.

A considerable amount of data is managed by the City of Irvine, much of it stored electronically. In an era in which information and data have become highly marketable commodities, this measure will provide greater assurance to citizens that their names, addresses, phone numbers and emails will not be easily accessed for use by outside marketing companies, for distribution of political materials, or perhaps for more nefarious purposes.

The City of Irvine Personal Information Privacy Act will protect the privacy rights of individual citizens while preserving the right of the press, the public or any interested party to access information through a California Public Records Act request. Please vote "yes" on Measure S, the City of Irvine Personal Information Privacy Act.

s/ Beth Krom
Mayor of Irvine