



# IAPP Canada Symposium 2026

Privacy | AI governance | Cybersecurity law

Conference 4-5 May

Workshops 6 May

Training 6-7 May

**TORONTO**

**#IAPPSymposium26**

**In AI We Trust:**  
**Building Confidence and Accountability**  
**in Canada's AI Future**

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# Leadership Perspectives on Enabling Trust in AI



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# Agenda

- **1** What Does Trust in AI Mean?
- **2** Where Does Canada Stand — Internationally, Domestically, and in the Eyes of Canadians
- **3** Is Canada Falling Behind — and What We're Doing About It
- **4** Final Thoughts
- **5** Questions

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# What Does Trust in AI Mean?



# Where Does Canada Stand— Internationally, Domestically, and in the Eyes of Canadians

# 2

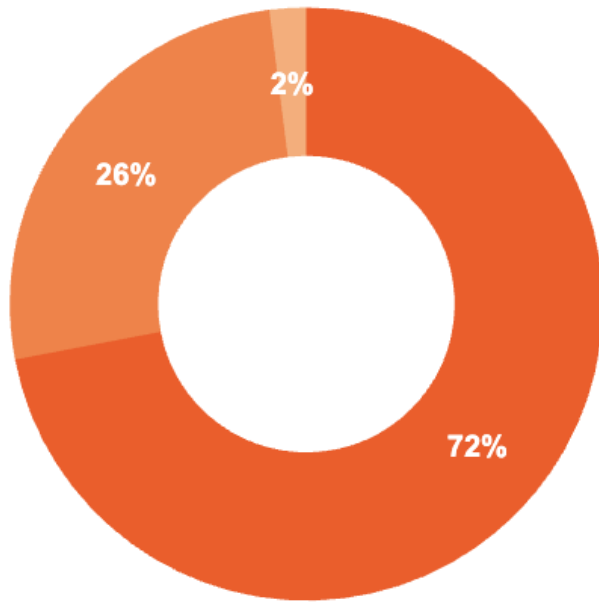


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# Priority ≠ Preparedness

## The gap between intention and operational readiness

- Is responsible AI a priority for your company?

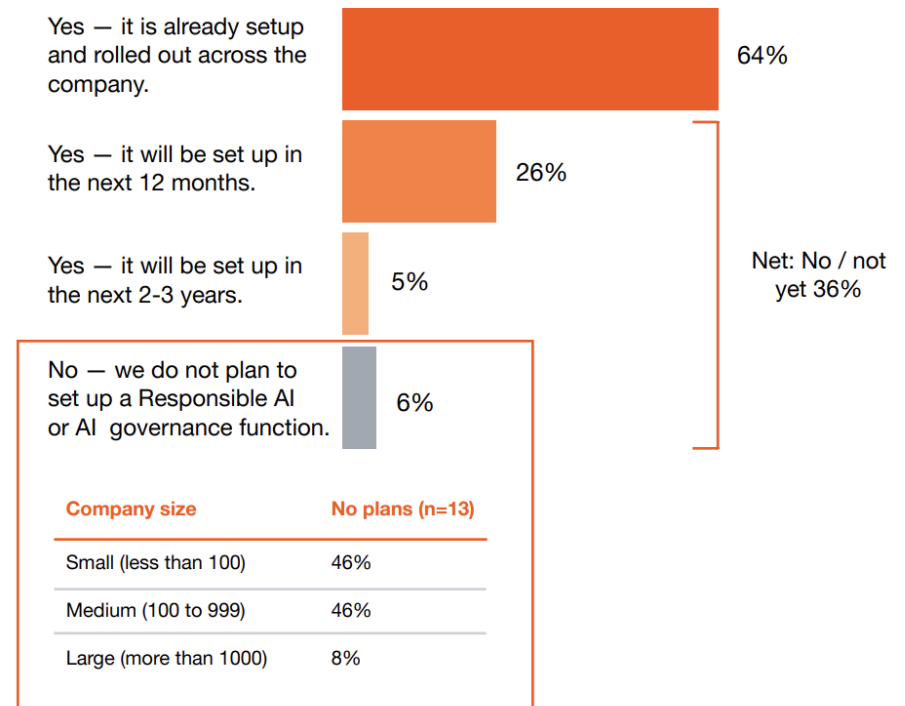


■ Top priority ■ Priority among many others ■ Not a priority

Trust in AI survey: Question 1

36% of respondents still don't have a responsible AI function. Without dedicated governance structures, AI risks can become fragmented across departments, making accountability, risk management, and incident response more difficult.

- Does your company have a responsible AI or AI governance function?



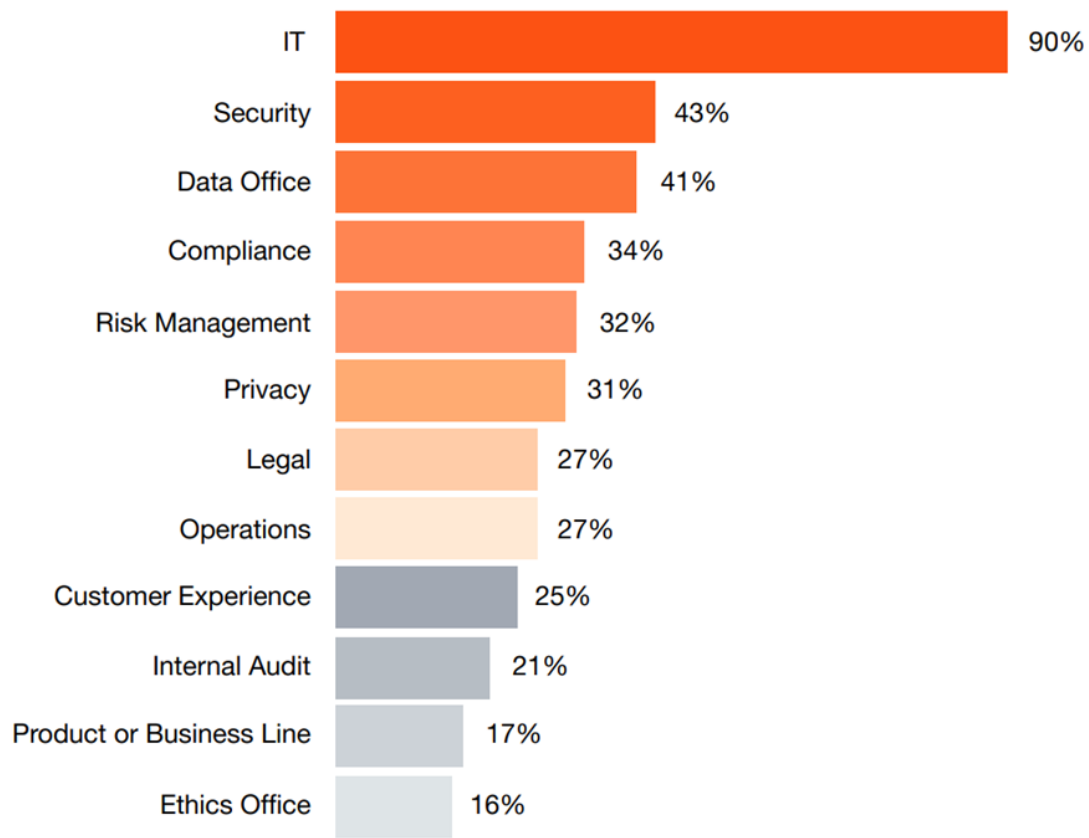
Trust in AI survey: Question 2

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# Governance structures are hollow without accountability

Where does responsible AI sit within your company?



## Who owns responsible AI today

- Most organizations have or are building a responsible AI function, but ownership remains concentrated in IT.
- **90% place responsible AI within IT**, despite governance spanning ethical, legal, risk, and strategic domains.
- Treating responsible AI as a technical function creates silos and limits enterprise-wide oversight.
- Centralized ownership fragments accountability and complicates incident response and risk management.

Trust in AI survey: Question 3

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# Partial implementation is a dangerous comfort zone

Our data shows a clear pattern: only one-third of organizations have fully implemented responsible AI measures, while another third remain in partial implementation. This creates gaps that can weaken oversight, increase risk exposure, and slow progress.

**Most implemented to date:**

**40%**

Trustworthy AI principles and governance policies

**Most planned:**

**29%**

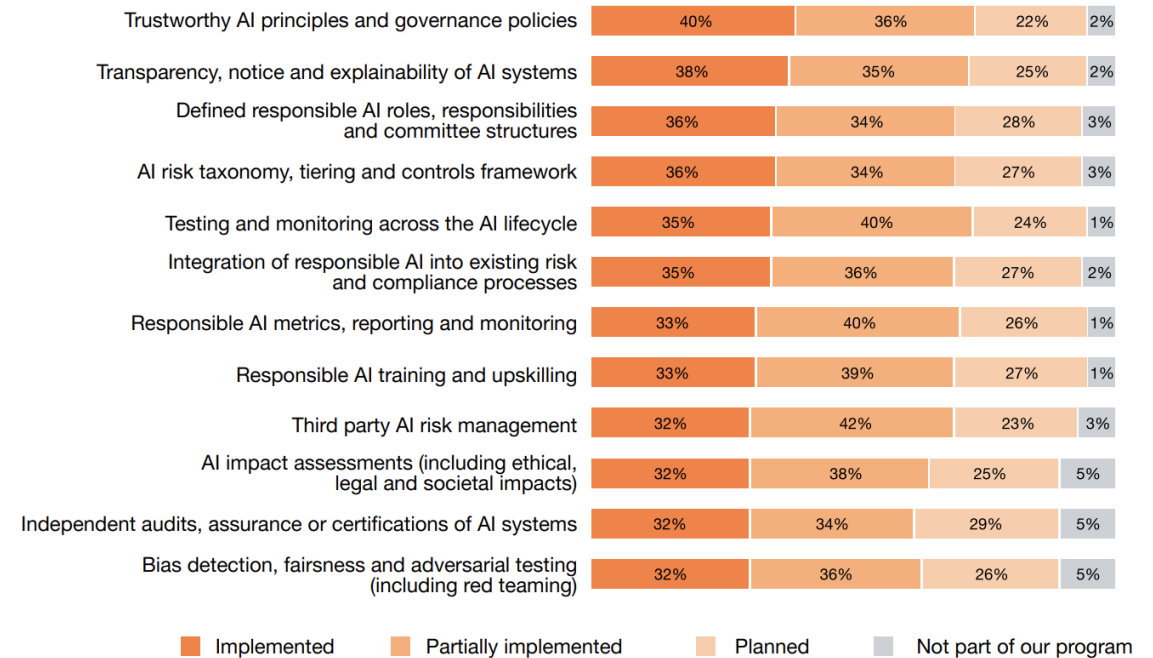
Independent audits, assurance, or certifications of AI systems

**Most-cited "partially implemented" measure:**

**42%**

Third-party AI risk management

**What measures are part of your organization's program to support safe, secure, and trustworthy AI? Please indicate whether each is planned, partially implemented, implemented, or not part of your program.**



Trust in AI survey: Question 8



# Biggest challenges

Which of the following measures are the most challenging to implement?

Please rank up to five measures, with 1 being the most challenging.

Rank	Measure	Total (Ranked 1-5)
1	Testing and monitoring across the AI life cycle	46%
2	AI impact assessments (including ethical, legal, and societal impacts)	45%
2	Responsible AI training and upskilling	45%
2	Bias detection, fairness, and adversarial testing including red teaming)	45%
5	Responsible AI metrics, reporting, and monitoring	42%
5	Trustworthy AI principles and governance policies	42%
7	Transparency, notice, and explainability of AI systems	40%
8	AI risk taxonomy, tiering, and controls framework	39%
9	Third-party AI risk management	38%
9	Independent audits, assurance, or certifications of AI systems	38%
11	Integration of responsible AI into existing risk and compliance processes	37%
12	Defined responsible AI roles, responsibilities, and committee structures	36%

**Testing and monitoring as the biggest challenge is revealing:**

- The ongoing operational work is hardest

**The training challenge reveals a fundamental workforce gap.**

- AI is moving faster than talent development.
- Organizations need people who understand both technical aspects (how models work) and governance aspects (risk frameworks, ethics).

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# Is Canada Falling Behind — Why, and What We're Doing About It

# 3



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# AI moves fast. Canadian organizations are adapting slowly.

**94%**

of Canadian CEOs use AI to some extent

*PwC Canada CEO Survey, Jan 2026*

**29%**

of Canadian companies have scaled it across the business

*PwC Canada CEO Survey, Jan 2026*

**43%**

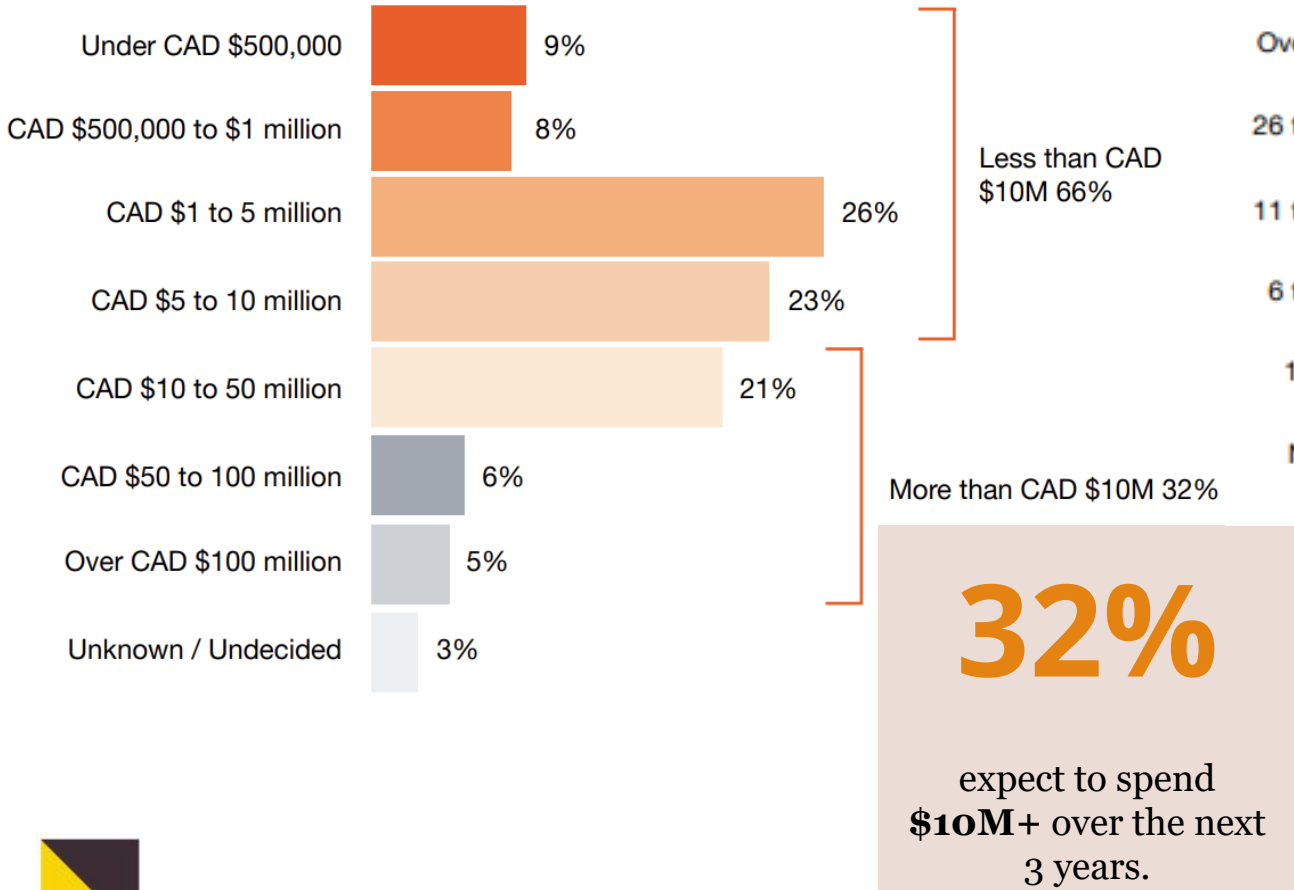
is the global average — Canada is 14 points behind

*PwC Global CEO Survey, Jan 2026*

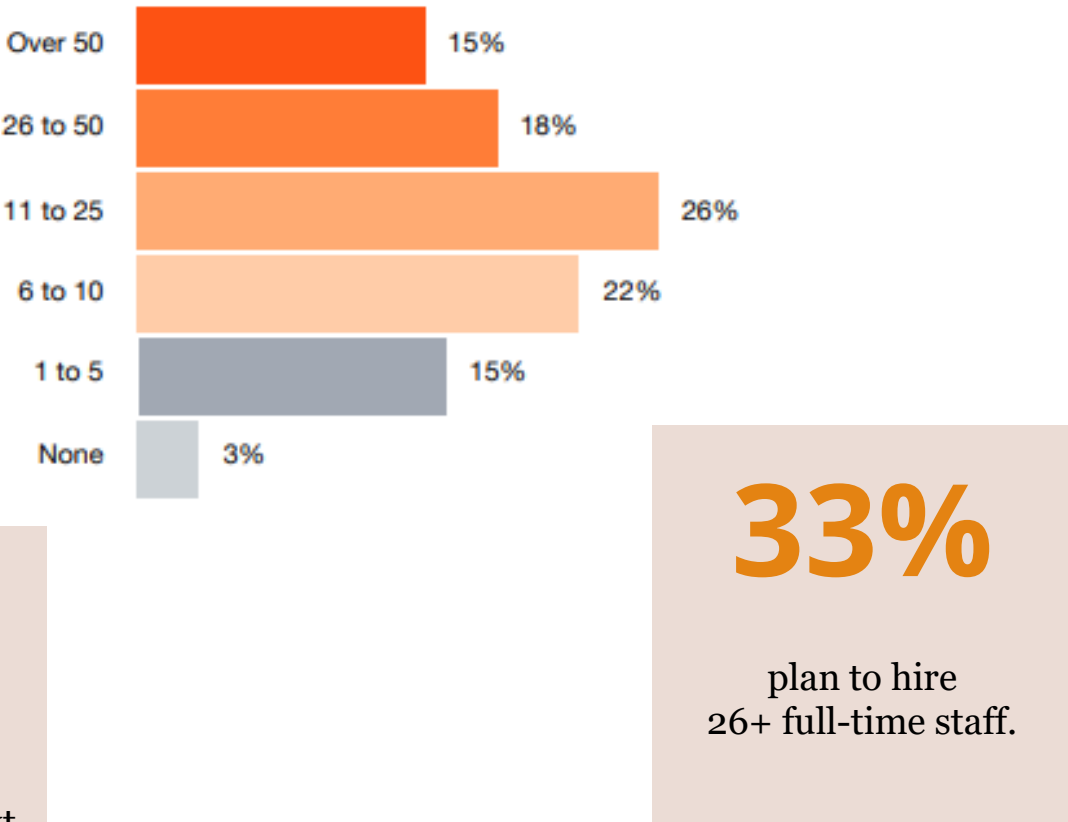


# Leaders are doubling down, investing big and building on investments they've already made

What is your best estimate of how much your company will spend over the next three years on expenses related to responsible AI?



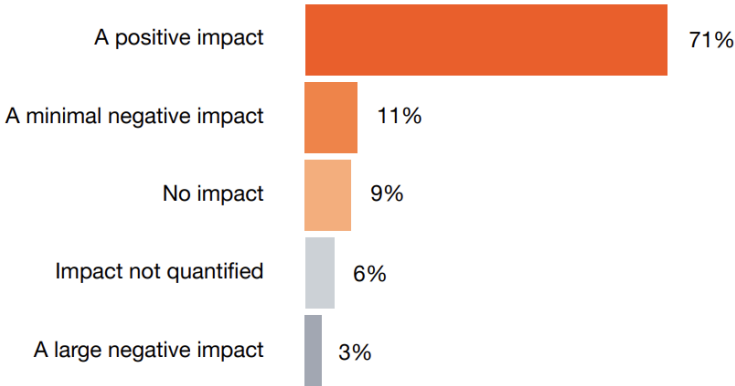
In 2026, how many full-time staff and/or contractors do you expect your company will dedicate to responsible AI?



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# Leaders see the returns, but real barriers stand in the way

To what degree do you expect building trustworthy AI will affect your revenues?



Trust in AI survey: Question 10

What are the biggest challenges your company faces in implementing responsible AI measures? Please rank up to five measures, with 1 being the most challenging.

Rank	Challenges	Total (Ranked 1-5)
1	Concerns about slowing innovation or limiting business value from AI	65%
1	Unclear ownership and accountability for responsible AI	65%
1	Difficulty identifying and inventorying AI systems and use cases	65%
4	Inconsistent data quality, access, or lineage for AI oversight	63%
5	Unclear or evolving legal and regulatory requirements	61%

Trust in AI survey: Question 12

**71%**  
expect **positive financial impact.**

**14%**  
expect negative impact.

**But significant barriers remain:**

- Organizations worry that responsible AI will slow them down or limit business value.
- Accountability for responsible AI remains unclear.
- Many organizations simply don't know what AI systems they have.
- Regulatory uncertainty compounds the problem

# Final Thoughts

# 4



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Questions

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# How Did Things Go? (We Really Want To Know)

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