



Pathfinding: Waypoints in the Canadian AI Regulatory Landscape

All Canadian jurisdictions beginning their AI journey need one thing: a good map. AI may seem like a wilderness, but there are technical and policy frameworks in place to help you achieve your goal. Exploring the cross-Canadian regulations and best practices collected in this document will help you follow these footpaths and boundaries – and know where you can safely pioneer new areas.

The AI regulatory landscape is still emerging in Canada. At a federal level, the government of Canada has established initiatives underway and participates in global AI communities. Provincially, regulations are less established. Some regions have made strides to lead discussions of AI, while others lag. Although standalone AI regulations may not exist, AI activities and outcomes are still managed by overarching data privacy laws.

By exploring existing frameworks, policymakers can better understand how to manage the ethical, legal, and societal impacts of AI technologies and where they can safely pursue new AI opportunities.

Manage Risk, Drive Innovation

Artificial Intelligence is transforming industries, from healthcare to finance and public services to manufacturing. As AI systems become more complex and pervasive, governments worldwide are grappling with how to regulate these technologies to ensure they are used ethically and responsibly.

In Canada, federal and provincial governments have enacted or proposed regulations to address the challenges posed by AI.

Effective regulation is critical for safeguarding against AI's potential risks, such as biases in decision-making, violations of privacy, and other ethical concerns. At the same time, regulations must also encourage innovation and economic growth. The Canadian regulatory landscape reflects these dual priorities.

Leverage International and Local Experience

Maximus is a global leader in government services, collaborating with federal, provincial, and municipal governments to implement and manage programs that improve citizens' well-being. As connectors, we bring together responsibly sourced, tested AI solutions to deliver better customer service and improve program outcomes.

Maximus monitors the evolving AI regulatory landscape as part of our approach to AI. In doing so, we ensure our clients can maintain critical public trust by offering AI solutions that are ethical, effective, and secure. At the same time, we can help lead governments towards new AI structures, by highlighting successful use cases across other jurisdictions in Canada.

www.maximuscana.ca

Navigating AI across Canada

Key Federal AI Regulations

On a national level, the Government of Canada has responded to the rise of AI with new legislation, and expansions to existing data and privacy laws. Beyond this, the Federal government also offers guidelines on the responsible use of AI. Canada has laid a strong foundation for AI regulation, focusing on transparency, accountability, privacy, and ethics. However, as AI technology evolves, continuous updates to legal frameworks, more explicit enforcement mechanisms, and enhanced public education on AI's risks and benefits will ensure that AI serves all Canadians while protecting their rights

Artificial Intelligence and Data Act (AIDA):

The AIDA is a proposed legislation that governs the development and deployment of AI in Canada. It seeks to ensure that AI technologies are developed transparently, accountable, and respectful of privacy rights. The Act includes provisions for overseeing high-impact AI systems and sets out obligations for organizations using AI in critical applications.

<https://ised-isde.canada.ca/site/innovation-better-canada/en/artificial-intelligence-and-data-act>

The Canadian Civil Liberties Association and others have called to delay the AIDA legislation. These organizations have raised concerns that the legislation has been rushed without consultation from Canadian First Nations and that there needs to be more clarity on scope or alignment with existing international legislation. AI legislation will rapidly evolve, but we must set a foundation that can be built upon confidently.

[CCLA Joins Call from Civil Society to Withdraw AIDA from Bill C-27 - CCLA](#)

[Government of Canada launches public consultation on artificial intelligence computing infrastructure - Canada.ca](#)

Government of Canada's Pan-Canadian AI Strategy:

The federal government has established an AI strategy that supports research and development while also addressing ethical considerations. This strategy includes funding for AI research institutes, the development of ethical guidelines, and initiatives to ensure that AI is used for the public good.

<https://ised-isde.canada.ca/site/ai-strategy/en>

Personal Information Protection and Electronic Documents Act (PIPEDA) :

PIPEDA is Canada's primary privacy law, which applies to AI systems that process personal data. It requires organizations to obtain consent for data collection and use and protect the data they collect. PIPEDA's relevance to AI is particularly significant given the large volumes of personal data often involved in AI applications.

https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/pipeda_brief/



Responsible Use of AI Guidelines:

Responsible Use of AI guidelines at the federal level emphasize principles such as fairness, transparency, accountability, and the protection of human rights. While these guidelines are not legally binding, they serve as an essential reference for organizations involved in AI development.

<https://www.canada.ca/en/government/system/digital-government/digital-government-innovations/responsible-use-ai.html>

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Provincial AI Regulations

Government of Canada’s Pan-Canadian AI Strategy:

Many provinces, including Ontario, Quebec, British Columbia and Alberta, have developed their own AI regulations, reflecting the unique conditions of each jurisdiction. Between them, we find common principles as outlined below.

Design Principle	Description
Transparency	Ensures AI systems' decisions are understandable, and their processes are open to scrutiny.
Fairness and Equity	Aims to prevent biases and ensure that AI systems treat all users equitably.
Accountability	Assigns responsibility for AI systems' outcomes, ensuring actions can be traced back to human oversight.
Human Oversight and Monitoring	Ensures human control over AI systems, particularly in high-stakes decisions.
Safety	Focuses on preventing harm from AI systems and ensuring their secure and safe operation.
Robustness and Validity	Ensures that AI systems are resilient, reliable, and perform as expected under various conditions.

Ontario

Ontario is a leader in AI research and development, with a regulatory framework emphasizing data privacy and AI's ethical use. The province has introduced guidelines for using AI in the public sector and has also taken steps to ensure that AI is used responsibly in private industry.

Source: [Ontario.ca](#)

\$77

Million Dollars

Invested to help Ontario companies adopt, develop and bring to market critical technologies, such as 5G, ethical artificial intelligence (AI), blockchain, cybersecurity and robotics.

Ontario’s privacy laws, such as the Freedom of Information and Protection of Privacy Act (FIPPA), play a significant role in regulating AI, particularly concerning data governance. Recently, Ontario introduced Bill 194, titled the Strengthening Cyber Security and Building Trust in the Public Sector Act, 2024, that addresses the use of AI systems within Ontario's public sector. If passed into law, it will mandate that public sector entities develop accountability frameworks, disclose AI usage, and manage associated risks. These regulations will oversee AI's responsible use, transparency, and privacy, ensuring public trust in AI systems used by government bodies.

Source by [OLA](#)

Ontario’s AI innovation ecosystem includes research institutions like the Vector Institute, which collaborates with the government to develop AI technologies and inform policy.

Source: [Vector Institute](#)

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Provincial AI Regulations

Quebec

Quebec has established key frameworks and guidelines to regulate the use of AI. One of the most significant initiatives is the Stratégie d'intégration de l'intelligence artificielle dans l'administration publique 2021-2026. This strategy aims to integrate AI into public administration to enhance service efficiency while ensuring ethical use, privacy protection, and security. The framework emphasizes maintaining human oversight in decision-making processes, ensuring fairness, and collaborating with Quebec's renowned AI ecosystem.

[Source: Quebec.ca](https://www.quebec.ca)

Quebec is deeply dedicated to the ethical production and application of AI. It is a global frontrunner in establishing principles and best practices that enable all AI stakeholders to enhance the positive effects of AI while mitigating its negative consequences. Quebec is also distinguished by its proactive approach to using AI to address significant societal challenges.

[Source: ia.quebec](https://ia.quebec.ca)

Quebec is also home to Mila, one of the world's leading AI research institutes, which plays a crucial role in shaping the province's AI regulatory environment.

[Source: mila.quebec](https://mila.quebec.ca)

British Columbia

The Province of British Columbia has taken a proactive approach to regulating and supporting artificial intelligence (AI) use through several initiatives. These include guidelines on ethical AI use and its applications in public administration and education.

AI in Public Administration: The Artificial Intelligence Network of British Columbia (AINBC) is essential in uniting the province's AI and Machine Learning (ML) communities. Established to make British Columbia a global leader in AI by 2025, AINBC collaborates with the government, academic institutions, and the private sector to foster innovation, ensuring that AI is strategically applied to enhance economic and social well-being.

[Source: ainbc.ai](https://ainbc.ai)

AI in Education: The Government of British Columbia has initiated frameworks to support the thoughtful integration of AI in K-12 education. The Ministry of Education continues to explore AI's potential, focusing on its responsible use to streamline administrative tasks and enhance learning experiences while ensuring academic integrity and digital literacy among students. Teachers are encouraged to discuss the benefits and limitations of AI tools like ChatGPT in the classroom rather than banning their use.

[Source: gov.bc.ca](https://gov.bc.ca)

Through these efforts, B.C. is positioning itself as a leader in AI application while maintaining ethical standards and addressing the needs of its citizens.

Alberta

Alberta does not have specific AI legislation but promotes AI through policies focused on innovation and research, mainly through Alberta Innovates and the Alberta Machine Intelligence Institute (Amii).

[Source: amii.ca](https://amii.ca)



Use a Pathfinder

The complexity and scale of AI initiatives often require more than expertise and resources beyond the capacity of government agencies alone. Public-private partnerships are instrumental in providing the necessary support for these projects. Leveraging the expertise, innovation, and resources of private entities like Maximus can help government services accelerate their AI journey, ensuring implementations are cutting-edge, efficient, and tailored to specific public sector needs.



Prioritize Ethical AI and Governance

Establishing robust governance frameworks is essential to navigate the ethical landscape of AI. This involves setting clear guidelines on data usage, AI decision-making processes, and monitoring AI systems to prevent bias and ensure accountability. Maximus advocates for developing ethical AI frameworks that prioritize citizen welfare and transparency, ensuring AI serves as a tool for equitable service delivery.



Focus on Data Privacy and Security

Implementing AI in public services often involves processing vast amounts of personal and sensitive data. Ensuring the security of this data and maintaining public trust is paramount. Ministries must enforce robust data protection measures and comply with privacy laws, safeguarding against breaches and unauthorized access while responsibly using AI technologies.

About Maximus Canada

Maximus Canada is an industry-leading provider of program management, consulting, IT and administration services to support government organizations in Canada. We have more than 25 years of delivering outstanding results to health system administrators, which results in better services to citizens. Maximus Canada offers low-risk, cost-effective, and high-quality project delivery. Leveraging the expertise and specialized knowledge of a highly-skilled workforce of close to 1000 employees, we support Federal and Provincial programs throughout Canada.