

Privacy Awareness Week joint statement by Privacy Authorities Australia

6 May 2024

Privacy regulators from across Australia have issued a joint statement to mark the start of [Privacy Awareness Week 2024](#) (6 to 12 May).

With coming state and national privacy reforms, and significant debate about key issues such as the activities and regulation of social media platforms, children’s privacy, biometrics and the use of AI, it is a critical time in the privacy landscape.

This year’s theme for Privacy Awareness Week focuses on privacy and technology and the key principles of transparency, accountability and security.

While developments in technology continue to evolve and challenge privacy practices, Australian regulators stress that fundamental privacy principles apply when personal information is involved. In particular:

Transparency – If organisations are collecting personal information from people, they must be open and transparent about how they will handle it.

Accountability – Privacy is a human right and it’s one Australians value highly. Organisations should show their privacy leadership – in good times and bad – and be accountable when it comes to their use, handling and protection of personal information.

Security – Our personal data encapsulates who we are. Regulators are urging organisations to ‘power up’ the security of personal information to guard against known and emerging threats, including credential stuffing, human error, and vulnerabilities posed through third-party providers.

The importance of organisations having high standards when it comes to their privacy practices is underscored by the results of the OAIC’s [Australian Community Attitudes to Privacy Survey](#), which last year found that:

- 3 in 5 Australians see the protection of their personal information as a major concern in their life (62%).
- Only a third feel in control of their data privacy, and 84% want more control and choice over the collection and use of their personal information.
- 74% feel data breaches are one of the biggest privacy risks they face today.
- 70% say privacy is extremely or very important when choosing a product or service, and another 26% state it is quite important.

Now is an ideal time for Australians to join together in ‘powering up’ privacy, both in our own day-to-day privacy practices, and across organisations. Privacy is essential to the work of government agencies, and the community’s trust in government, and should also be a strength for businesses and other organisations – not a vulnerability.

Australia's privacy authorities will continue to work together to uphold privacy protections and promote awareness of the responsibilities of organisations and government agencies, and the rights of individuals.

Signed

| Jurisdiction | Signatory |
|--------------------|--|
| Commonwealth | Angelene Falk , Australian Information Commissioner Carly Kind , Privacy Commissioner |
| New South Wales | Sonia Minutillo , Acting Privacy Commissioner |
| Northern Territory | Peter Shoyer , Information Commissioner |
| Queensland | Joanne Kummrow , Information Commissioner Paxton Booth , Privacy Commissioner |
| South Australia | Stephanie Coleman , Director, State Records of South Australia |
| Tasmania | Richard Connock , Ombudsman |
| Victoria | Sean Morrison , Information Commissioner Rachel Dixon , Privacy and Data Protection Deputy Commissioner |

Background

Privacy Awareness Week is an annual event that highlights the importance of protecting personal information and helps organisations, government agencies and the public understand privacy rights and responsibilities.

Privacy Authorities Australia members are marking Privacy Awareness Week 2024 from Monday 6 May to Sunday 12 May. The event is a joint initiative of [Asia Pacific Privacy Authorities \(APPA\) members](#).

This year's theme for Privacy Awareness Week is *Privacy and technology: improving transparency, accountability and security*.

More information

- [Office of the Australian Information Commissioner](#)
- [Information and Privacy Commission, NSW](#)
- [Information Commissioner Northern Territory](#)
- [Office of the Information Commissioner Queensland](#)
- [Privacy Committee of South Australia](#)
- [Ombudsman Tasmania](#)
- [Office of the Victorian Information Commissioner](#)