



## Mobile apps: the ABCs of privacy protection

Fact sheet  
May 2014

The ABCs of privacy protection provides a few simple steps to follow to help you protect your privacy when you download and use mobile apps on smartphones and tablets.

Mobile apps are becoming a huge part of our everyday lives. From checking the weather and getting real-time news and transport updates, to shopping and playing games, there seems to be an app for almost everything!

Keeping your personal details private should always be a top priority when using apps on your smartphones and tablets. The good news is there are things you can do to help protect your privacy. Just remember the ABCs next time you download an app to ensure your information is protected.

### Know your ABCs

- A. ALWAYS** check what information the app is collecting, and what it will do with it. If it seems excessive, reconsider whether you really need the app.
- B. BE AWARE** of apps that share information online. For example, some apps might post your exact location, or publish photos you've taken online without you knowing about it.
- C. CHECK** the reviews before you download an app. No reviews or only positive reviews all sounding the same may mean you should take extra care with any information you are asked to provide.
- D.** NSW privacy law requires public sector agencies, including councils and universities, health service providers and certain businesses to be upfront about what they are doing with any personal information they collect in their privacy statement. This includes any personal information collected through a mobile app.

We always encourage you to read the privacy policy or statement whenever you are asked to provide personal information, and make sure you are able to refuse particular sharing services if you wish to. These services may include the sharing of posts between social media sites.

You should also be able to easily delete or deactivate an app at any time. We suggest you consider regularly deleting any apps you don't use.

For more information on how to safeguard your personal information when using apps please read the IPC's informative fact sheet on "Mobile Apps: know the risks" for the public, available [to download at www.ipc.nsw.gov.au](http://www.ipc.nsw.gov.au).

If you're thinking of developing an app, or you are interested in finding out more about the obligations of organisations in relation to the protection of users' personal information, please view the IPC's additional fact sheet on "Mobile Apps: know the risks" agency checklist, available [to download at www.ipc.nsw.gov.au](http://www.ipc.nsw.gov.au).

### For more information

Contact the Information and Privacy Commission NSW (IPC):

Freecall: 1800 472 679  
Email: [ipcinfo@ipc.nsw.gov.au](mailto:ipcinfo@ipc.nsw.gov.au)  
Website: [www.ipc.nsw.gov.au](http://www.ipc.nsw.gov.au)

*NOTE: The information in this fact sheet is to be used as a guide only. Legal advice should be sought in relation to individual circumstances.*