



NSW COMMUNITY ATTITUDES SURVEY INTO PRIVACY

INFORMATION AND PRIVACY COMMISSION NSW › MAY 2026

fiftyfive5

Part of Accenture Song



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PROJECT BACKGROUND

Objectives and methodology



PROJECT OBJECTIVES

The survey aims to capture community understanding of, and experiences with, NSW information privacy legislation. It is conducted every two years on behalf of the Information and Privacy Commission NSW (IPC).

This wave is the first to be conducted by Fiftyfive5, following a transition from the previous market research agency.



METHODOLOGY

- n=1,003 NSW representative sample, by age, gender, and location (metro vs regional)
- 10-minute online survey
- All surveys were completed between 26th March and 7th April 2026



WHAT'S CHANGED THIS YEAR?

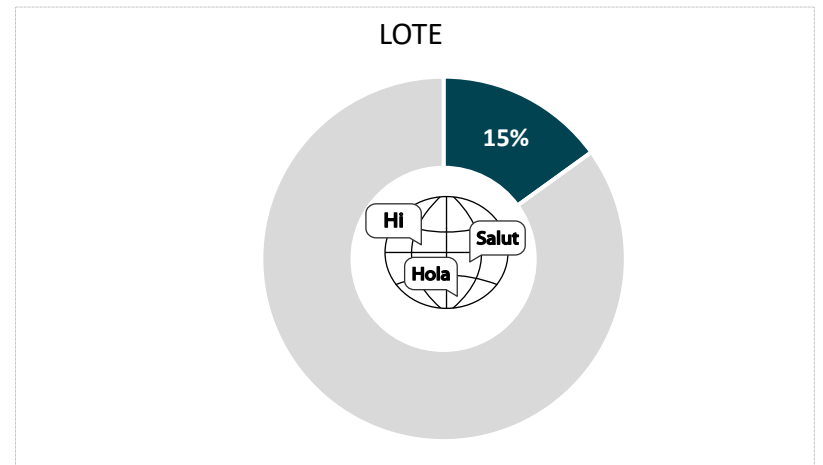
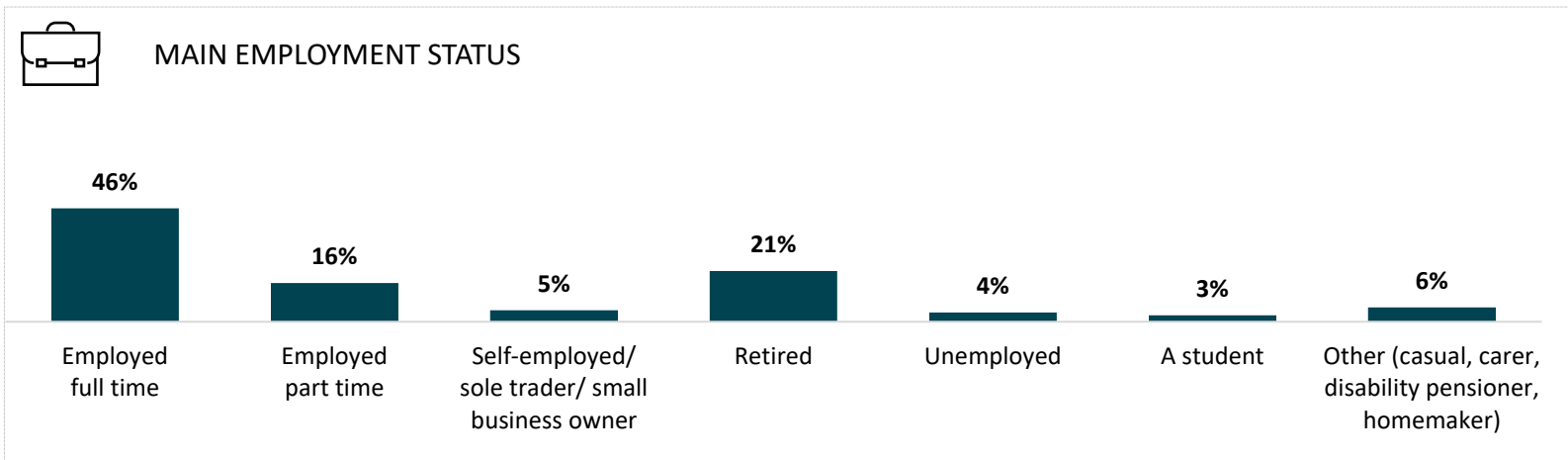
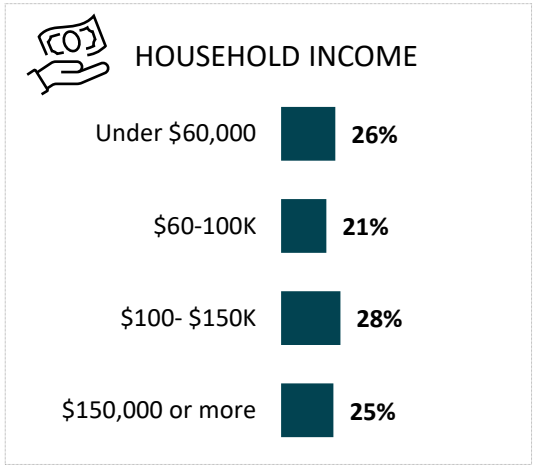
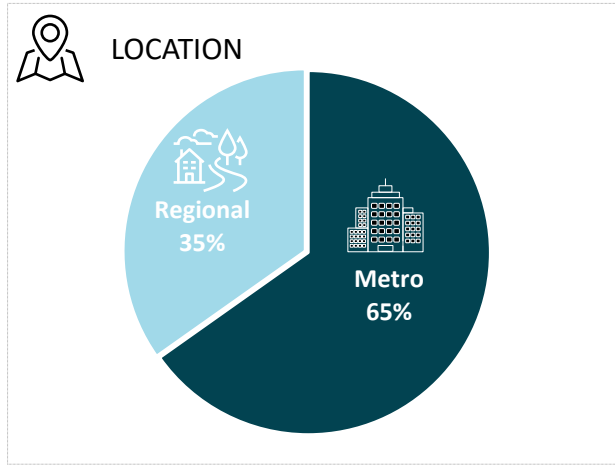
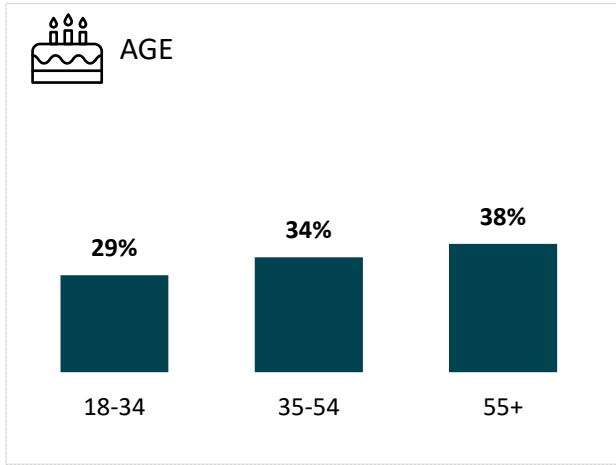
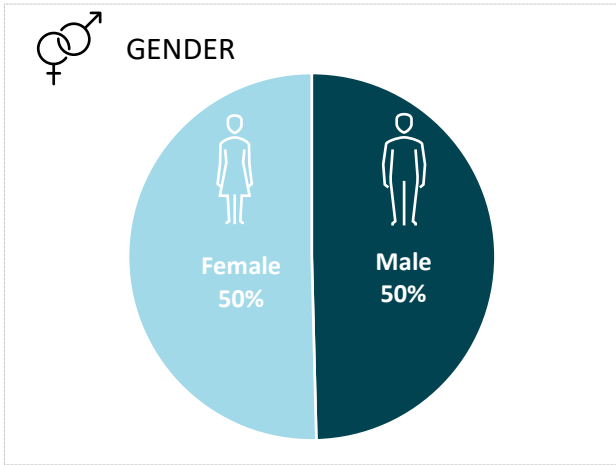
In 2026, the methodology transitioned from telephone interviews to an online survey approach.

This shift enables a more robust sample (n=1,000, up from n=800), representative sampling, and more efficient data collection. Selected questions have also been updated to better suit the online questionnaire format and enhance clarity for respondents.

Due to this change in methodology, along with updates to question wording and structure, certain results are not directly comparable with previous waves.

OUR SAMPLE IS REPRESENTATIVE OF THE NSW POPULATION BY AGE, GENDER, AND LOCATION (METRO VS REGIONAL).

Sample by key demographic

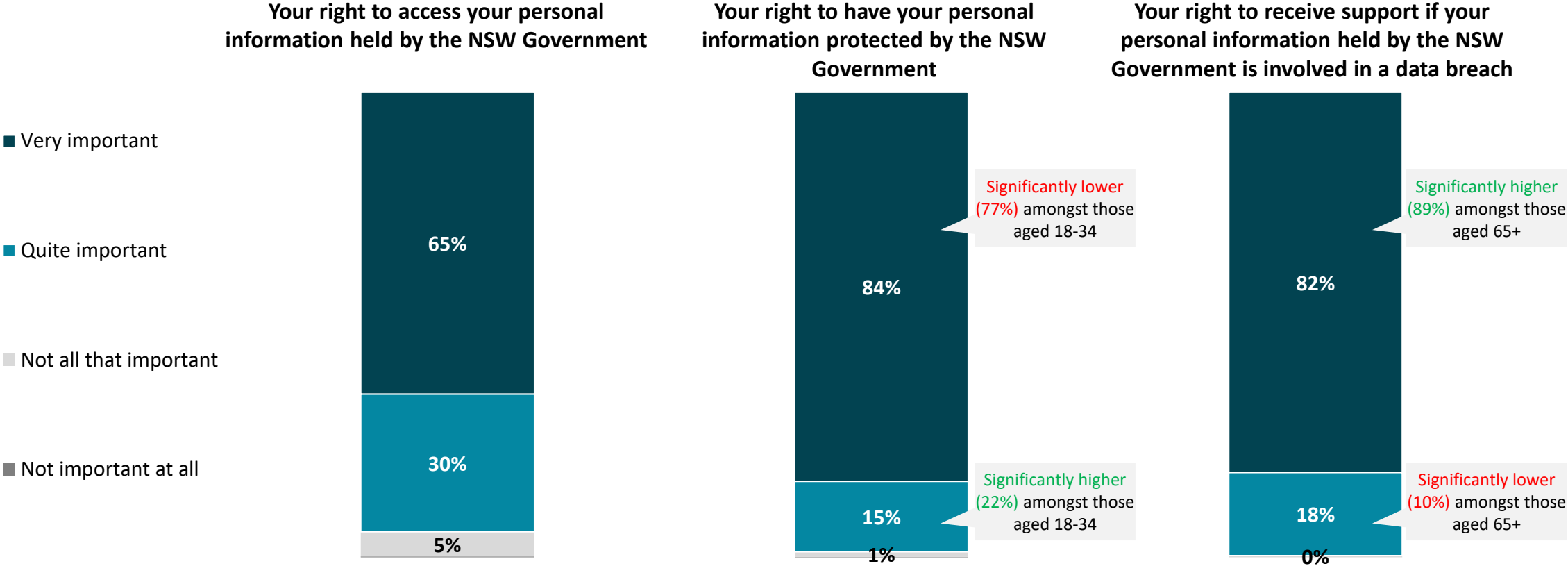


PRIVACY RIGHTS IN NSW

Awareness and understanding

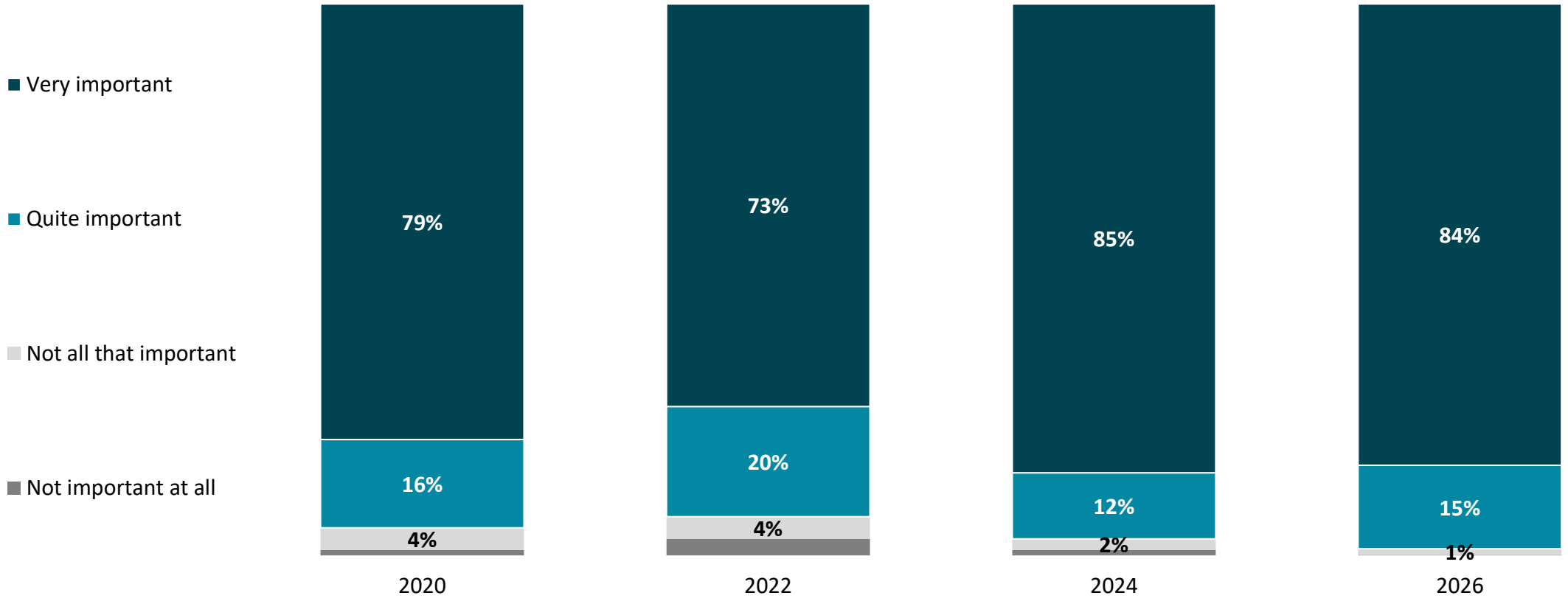
PRIVACY RIGHTS ARE CONSIDERED VERY IMPORTANT ACROSS ALL THREE AREAS, WITH OLDER COHORTS SIGNIFICANTLY MORE LIKELY THAN YOUNGER GENERATIONS TO RATE THEM AS VERY IMPORTANT.

How important are the following to you?



THE IMPORTANCE PLACED ON PROTECTING PERSONAL INFORMATION REMAINS CONSISTENTLY HIGH OVER TIME.

How important are the following to you? Your right to have your personal information protected by the NSW Government



2020, 2022, 2024: How important is it to you that NSW government agencies protect your personal or health information? Base: All respondents (2020 n=802, 2022 n=800, 2024 n=809)
2026: P1. How important are the following to you? Your right to have your personal information protected by the NSW Government. Base: all respondents (n=1,003)

AWARENESS OF ACCESS RIGHTS TO PERSONAL INFORMATION IS RELATIVELY HIGH (OVER 2 IN 3) FOR PRIVATE AND PUBLIC HEALTH PROVIDERS AS WELL AS STATE GOVERNMENT DEPARTMENTS. HOWEVER, THIS AWARENESS DROPS TO AROUND HALF WHEN IT COMES TO LOCAL COUNCILS AND UNIVERSITIES.

Did you know that, under NSW privacy law, you have a right to access any personal information held about you by the following Government departments and agencies?

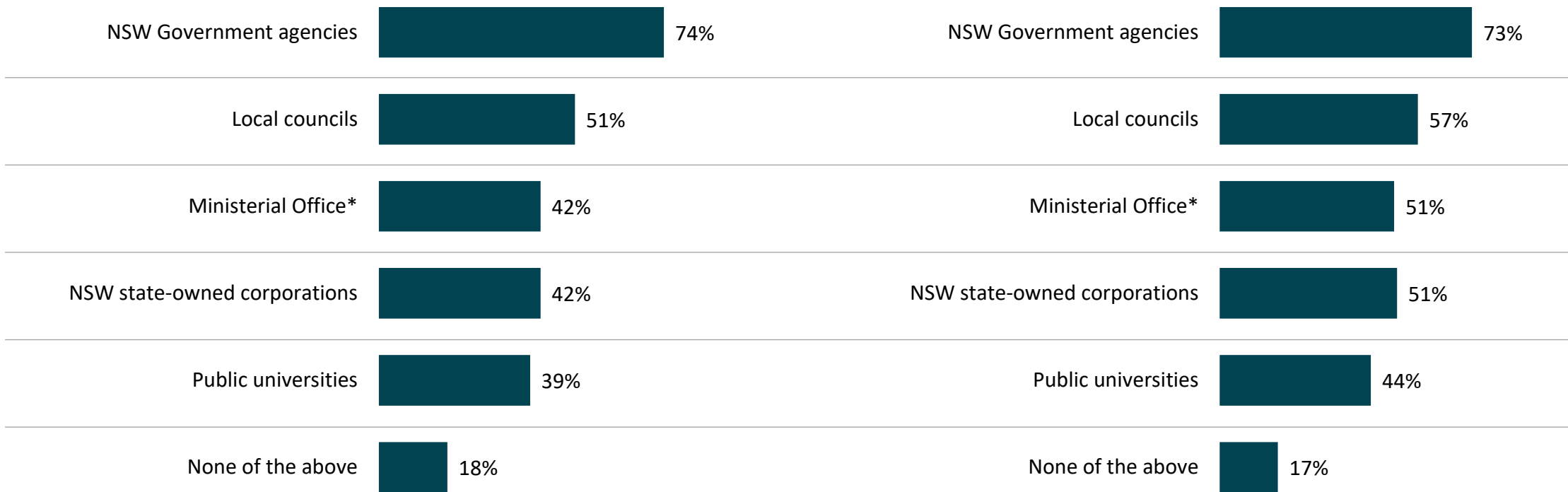
	TOTAL	AGE					GENDER		LOCATION		
		18-34 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	Metro	Regional	
Public health service providers	69%	73%	73%	73%	59%	66%	70%	69%	71%	66%	
Private health service providers	62%	67%	64%	65%	54%	56%	60%	64%	63%	59%	
State government departments	61%	66%	64%	61%	48%	58%	64%	58%	63%	56%	
Local councils	50%	55%	57%	56%	37%	44%	55%	46%	53%	45%	
Universities	47%	58%	52%	49%	37%	34%	48%	45%	50%	41%	
	<i>Base n</i>	1003	286	180	159	153	225	497	506	654	349

UNDERSTANDING OF RIGHTS ACROSS DIFFERENT NSW GOVERNMENT ORGANISATIONS IS UNEVEN, WITH STRONG RECOGNITION FOR CORE AGENCIES BUT EVIDENT GAPS ACROSS OTHER ENTITIES.

To your knowledge, which of the following NSW Government departments/ agencies are covered by the right to...

... ACCESS AND CORRECT ANY PERSONAL INFORMATION THEY HOLD ABOUT YOU

... LODGE A COMPLAINT AND SEEK A REVIEW IF YOU THINK YOUR PRIVACY HAS BEEN BREACHED



WHILE YOUNGER COHORTS DEMONSTRATE RELATIVELY STRONG AWARENESS OF PRIVACY RIGHTS, OVERALL UNDERSTANDING REMAINS INCONSISTENT, INDICATING A BROADER KNOWLEDGE GAP.

To your knowledge, which of the following NSW Government departments/ agencies are covered by the right to access and correct any personal information they hold about you?

	TOTAL	AGE					GENDER		LOCATION	
		18-34 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	Metro	Regional
NSW Government agencies (including public hospitals)	74%	75%	73%	76%	76%	71%	76%	72%	74%	74%
Local councils	51%	51%	50%	55%	53%	48%	55%	48%	54%	46%
Ministerial Office*	42%	45%	42%	40%	43%	39%	44%	40%	44%	38%
NSW state-owned corporations	42%	45%	42%	42%	42%	40%	46%	38%	44%	38%
Public universities	39%	44%	41%	40%	39%	32%	39%	40%	41%	37%
None of the above	18%	13%	16%	18%	16%	26%	14%	22%	17%	20%
<i>Base n=1003</i>		286	180	159	153	225	497	506	654	349

AWARENESS OF THE RIGHT TO LODGE A COMPLAINT AND SEEK A REVIEW IS LARGELY CONCENTRATED ON CORE NSW GOVERNMENT AGENCIES, WITH NOTABLY LOWER RECOGNITION OF ITS APPLICATION TO OTHER ORGANISATIONS. THIS KNOWLEDGE GAP IS CONSISTENT ACROSS DEMOGRAPHIC COHORTS.

To your knowledge, which of the following NSW Government departments/agencies are covered by the right to lodge a complaint and seek a review?

	TOTAL	AGE					GENDER		LOCATION	
		18-34 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	Metro	Regional
NSW Government agencies (including public hospitals)	73%	69%	72%	76%	75%	76%	73%	73%	75%	70%
Local councils	57%	54%	58%	58%	59%	60%	61%	54%	60%	53%
NSW state-owned corporations	51%	49%	52%	50%	50%	55%	54%	49%	53%	48%
Ministerial Office*	51%	48%	48%	50%	56%	52%	52%	49%	52%	47%
Public universities	44%	41%	40%	47%	49%	44%	44%	44%	45%	42%
None of the above	17%	15%	16%	17%	16%	20%	13%	20%	14%	22%
	Base n=1003	286	180	159	153	225	497	506	654	349

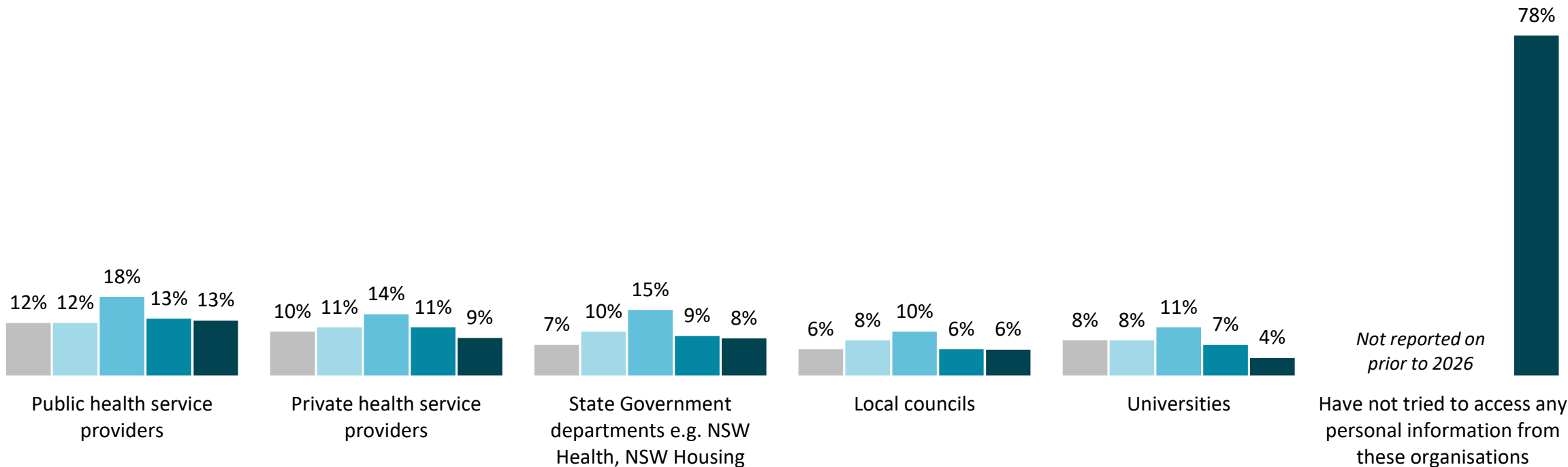
ACCESSING PERSONAL INFORMATION

Behaviours and experiences

IN LINE WITH PREVIOUS WAVES, ATTEMPTS TO ACCESS PERSONAL INFORMATION REMAIN RELATIVELY LOW, WITH PUBLIC HEALTH SERVICES RECORDING THE HIGHEST RATE AT 13%, DROPPING TO 4% FOR UNIVERSITIES.

In the last year, have you tried to access personal information held about you by any of the following agencies?

■ 2018 ■ 2020 ■ 2022 ■ 2024 ■ Total



JUST OVER 1 IN 5 HAVE TRIED TO ACCESS THEIR PERSONAL INFORMATION OVER THE PAST YEAR, WITH HIGHER ENGAGEMENT AMONG YOUNGER COHORTS, BY MALES, AND THOSE LIVING IN METRO AREAS.

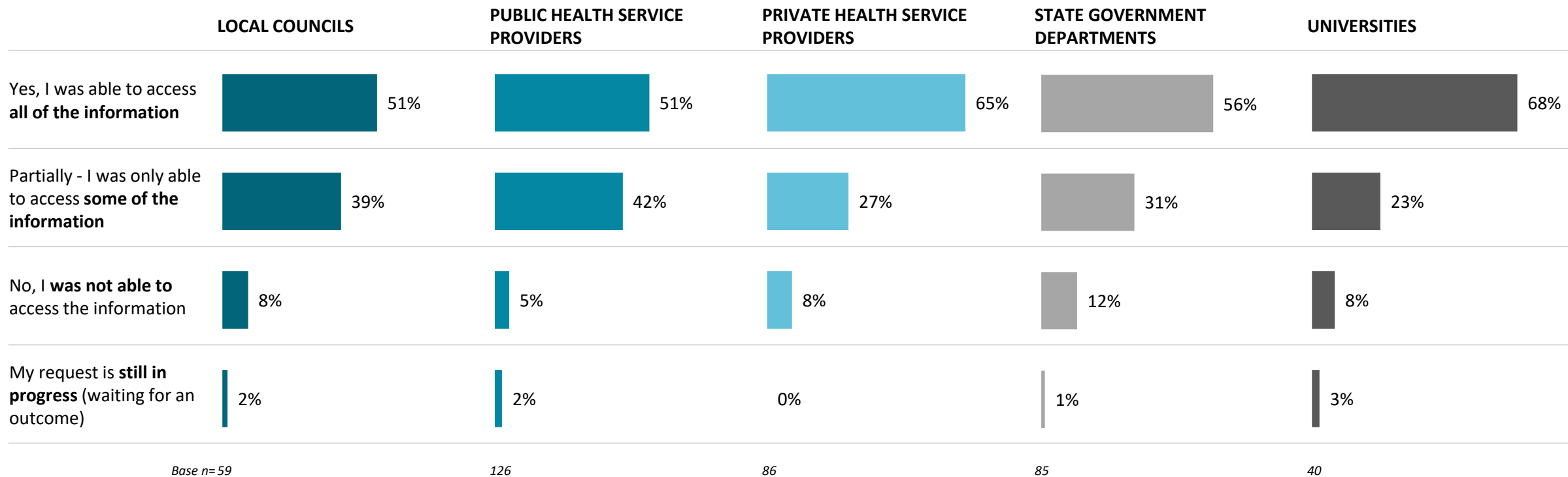
In the last year, have you tried to access personal information held about you by any of the following agencies?

	TOTAL	AGE					GENDER		LOCATION	
		18-34 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	Metro	Regional
Public health service providers	13%	22%	16%	12%	8%	2%	12%	13%	14%	10%
Private health service providers	9%	15%	13%	9%	3%	0%	11%	7%	11%	3%
State Government departments e.g. NSW Health, NSW Housing	8%	14%	14%	6%	4%	2%	11%	6%	10%	5%
Local councils	6%	10%	7%	6%	3%	1%	8%	4%	7%	3%
Universities	4%	9%	5%	2%	1%	0%	3%	5%	6%	1%
Have not tried to access any personal information from these organisations	78%	63%	71%	79%	86%	95%	76%	80%	74%	85%
	Base n=1003	286	180	159	153	225	497	506	654	349

MOST ACCESS REQUESTS ARE SUCCESSFUL, BUT A NOTABLE SHARE RESULT IN PARTIAL ACCESS ONLY – HIGHEST FOR PUBLIC SERVICE PROVIDERS (42%) AND LOCAL COUNCILS (39%).

Were you successful in accessing your personal information from the following organisations?

Amongst those that tried to access personal information



JUST OVER HALF GO DIRECTLY TO THE ORGANISATION WHEN TRYING TO ACCESS THEIR PERSONAL INFORMATION, WITH OVER A THIRD SEEKING GUIDANCE FIRST, DRAWING ON A MIX OF ONLINE AND IN-PERSON SOURCES.

Thinking about the most recent time you tried to access your personal information, what did you do first?

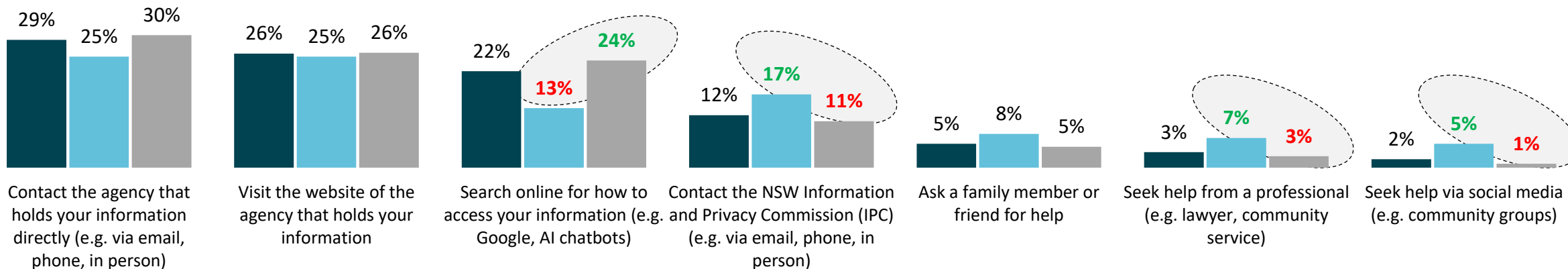
Amongst those that tried to access personal information

	TOTAL		LOCAL COUNCILS	PUBLIC HEALTH SERVICE PROVIDERS	PRIVATE HEALTH SERVICE PROVIDERS	STATE GOVERNMENT DEPARTMENTS	UNIVERSITIES
Visited the website of the agency that holds your information	34%	54% go directly to the organisation holding their data	34%	35%	37%	34%	25%
Contacted the agency that holds your information directly (e.g. via email, phone, in person)	20%		20%	20%	16%	18%	23%
Searched online for how to access your information (e.g. Google, AI chatbots)	16%	Over a third (36%) would seek guidance first on what to do, turning to a mix of online and in-person sources, including AI, experts, family, and friends.	15%	16%	10%	13%	20%
Asked a family member or friend for help	11%		7%	11%	7%	13%	15%
Contacted the NSW Information and Privacy Commission (IPC) (e.g. via email, phone, in person)	10%		15%	10%	15%	16%	8%
Sought help from a professional (e.g. lawyer, community service)	5%		5%	6%	7%	5%	8%
Sought help via social media (e.g. community groups)	4%		3%	2%	7%	1%	3%
	Base n=223		59	126	86	85	40

LOOKING AHEAD, THE AGENCY HOLDING THE RELEVANT PERSONAL INFORMATION IS THE MOST LIKELY INITIAL POINT OF CONTACT. OTHER CHANNELS VARY BY PRIOR EXPERIENCE – THOSE WITH PREVIOUS EXPERIENCE ARE MORE LIKELY TO CONTACT THE IPC, WHILE OTHERS ARE MORE LIKELY TO SEEK GUIDANCE FIRST.

If you wanted to access your personal information held by a NSW Government agency in the near future, what would you do first?

■ Total ■ Have tried to access personal information ■ Have NOT tried to access personal information



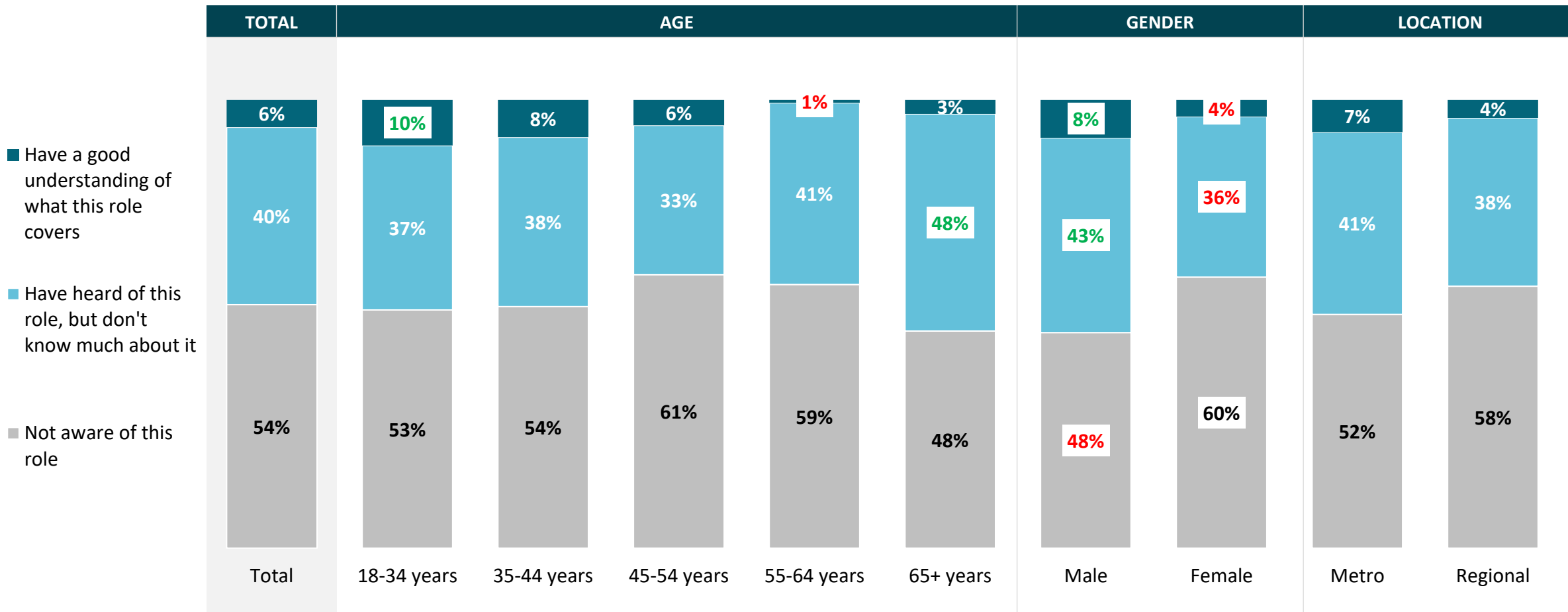
WHEN IT COMES TO REPORTING MISUSE OF PERSONAL INFORMATION, THERE IS NO CLEAR SINGLE POINT OF CONTACT. JUST UNDER 1 IN 4 WOULD CONTACT THE IPC FIRST, WITH A SIMILAR PROPORTION GOING TO THE AGENCY INVOLVED, AND NEARLY 1 IN 5 UNSURE.

If you wanted to report misuse of your personal information to someone, who would you be most likely to contact?

	TOTAL	AGE					GENDER		LOCATION	
		18-34 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	Metro	Regional
The agency that was involved (e.g. NSW department/ university/ council)	23%	24%	27%	29%	20%	17%	24%	23%	24%	22%
NSW Information and Privacy Commission (IPC)	23%	23%	25%	19%	19%	27%	25%	21%	25%	19%
The NSW Ombudsman	18%	16%	12%	18%	20%	25%	18%	19%	17%	21%
NSW Police	14%	16%	17%	13%	12%	9%	14%	13%	14%	13%
Office of the Australian Information Commissioner (OAIC)	4%	6%	2%	6%	3%	4%	4%	4%	5%	4%
Not sure	17%	15%	18%	16%	24%	17%	14%	20%	16%	21%
<i>Base n=1003</i>		286	180	159	153	225	497	506	654	349

NEARLY HALF HAVE AT LEAST SOME AWARENESS OF THE NSW PRIVACY COMMISSIONER'S ROLE; HOWEVER, AWARENESS VARIES ACROSS COHORTS.

Are you aware that the NSW Privacy Commissioner exists to uphold NSW privacy laws and investigate complaints about the misuse of personal information by NSW Government agencies?



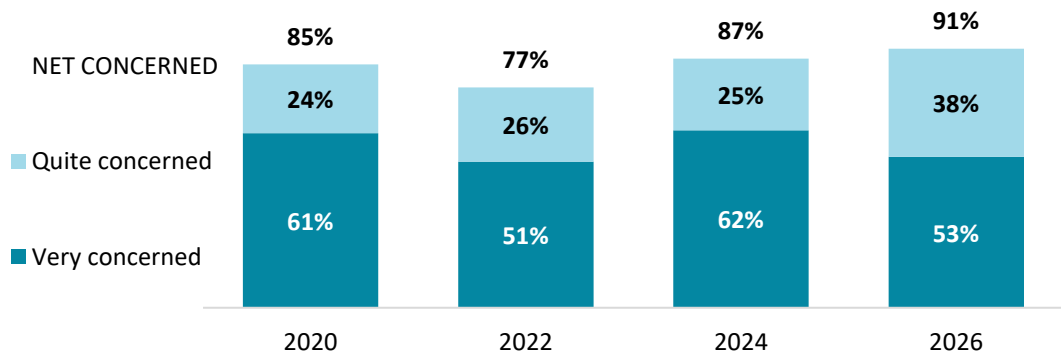
DATA BREACHES IN NSW GOVERNMENT

Experiences and impacts

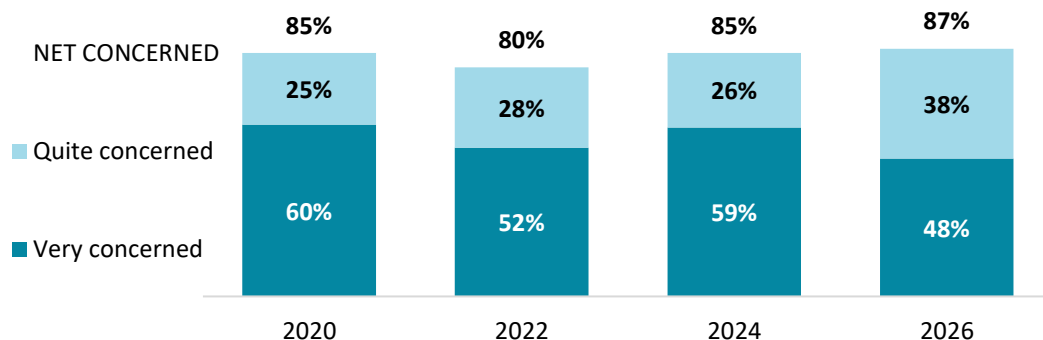
CONCERN ABOUT ALL TYPES OF DATA BREACHES HAS REMAINED HIGH SINCE MEASUREMENT BEGAN AND HAS INCREASED FURTHER OVER TIME, WITH A LARGE MAJORITY REPORTING THAT THEY ARE VERY OR QUITE CONCERNED.

Thinking about the data NSW Government* agencies might currently hold, how concerned are you that the following types of data breaches or misuse of data might occur?

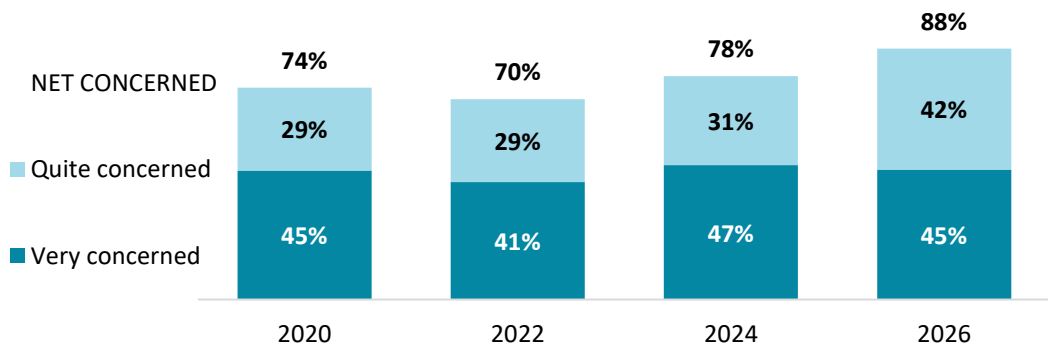
DELIBERATE HACKING OF NSW GOVERNMENT* SYSTEMS



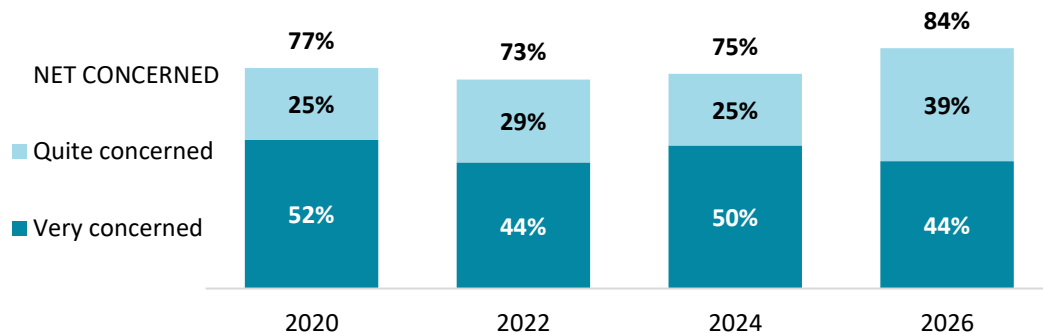
INAPPROPRIATE SHARING OR RELEASE OF YOUR PERSONAL INFORMATION



ACCIDENTAL RELEASE OF YOUR PERSONAL INFORMATION



UNAUTHORISED ACCESS OF YOUR PERSONAL INFORMATION BY NSW GOVERNMENT* STAFF



JUST OVER 1 IN 10 RECALL HAVING BEEN AFFECTED BY A DATA BREACH INVOLVING THE NSW GOVERNMENT, MOST PREVALENT AMONG YOUNGER ADULTS AND THOSE LIVING IN METROPOLITAN AREAS. THERE ARE ALSO HIGH LEVELS OF UNCERTAINTY, WITH NEARLY 1 IN 3 UNSURE WHETHER THEY HAVE BEEN IMPACTED.

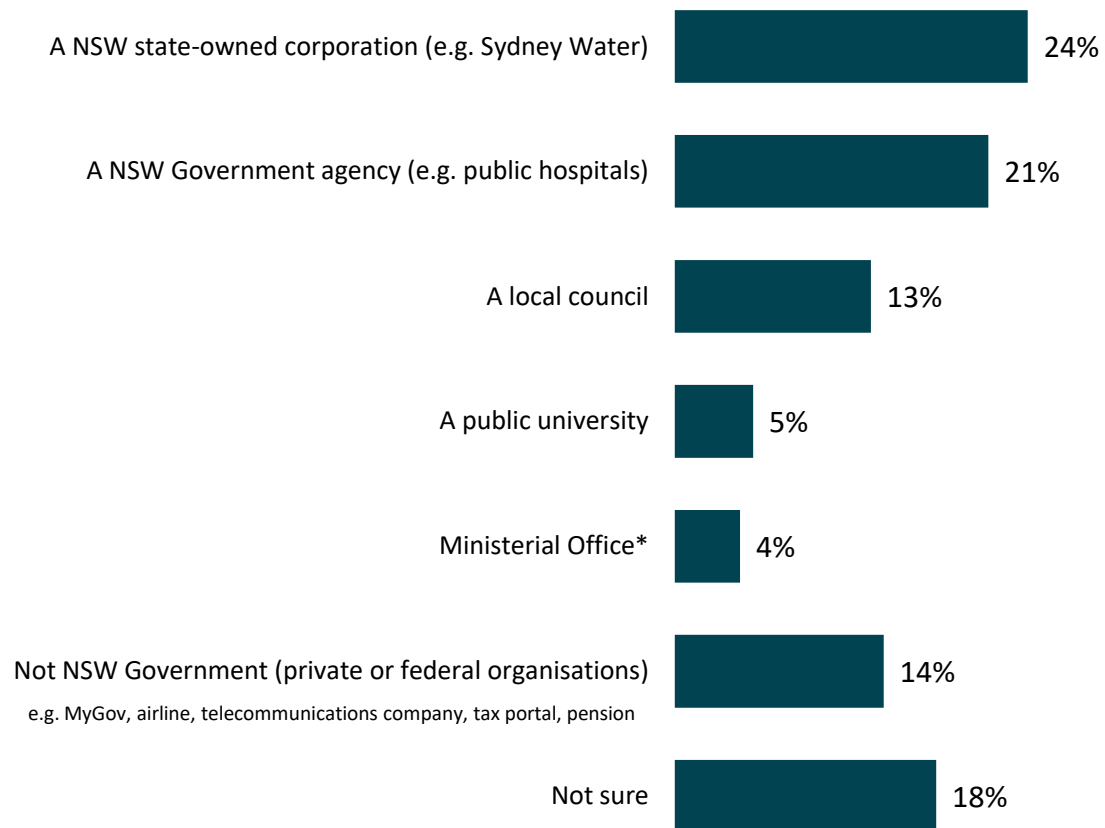
Have you ever been affected by a data breach involving the NSW Government*?

	TOTAL	AGE					GENDER		LOCATION	
		18-34 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	Metro	Regional
NET: HAVE BEEN IMPACTED (EVER)	13%	19%	18%	14%	8%	5%	14%	12%	17%	7%
In the past 12 months	4%	8%	4%	3%	1%	0%	4%	3%	4%	3%
Yes, in the past 1-2 years	5%	7%	7%	4%	2%	2%	4%	5%	6%	3%
Yes, in the past 3-5 years	3%	2%	6%	4%	3%	1%	3%	3%	4%	1%
Yes, over 5 years ago	2%	2%	2%	3%	2%	1%	2%	2%	2%	1%
Never	57%	55%	49%	54%	58%	69%	58%	57%	56%	59%
Not sure	29%	26%	33%	31%	35%	26%	28%	31%	27%	34%
<i>Base n=1003</i>		286	180	159	153	225	497	506	654	349

1 IN 4 AFFECTED BY A NSW GOVERNMENT DATA BREACH ASSOCIATED IT WITH A NSW STATE-OWNED CORPORATION, AND 1 IN 5 WITH A NSW GOVERNMENT AGENCY. UNCERTAINTY ABOUT WHICH NSW GOVERNMENT ORGANISATION WAS ACTUALLY INVOLVED WAS RELATIVELY HIGH, WITH NEARLY 1 IN 5 UNSURE.

Thinking about the most recent data breach involving the NSW Government, did it involve...?

Amongst those affected by a data breach involving the NSW Government



ONLY AROUND 1 IN 4 CLAIM TO HAVE LEARNT ABOUT THE BREACH THROUGH DIRECT COMMUNICATION FROM THE AGENCY INVOLVED. INSTEAD, MANY BECAME AWARE VIA NEWS COVERAGE, SOCIAL MEDIA, OR THROUGH FRIENDS AND FAMILY.

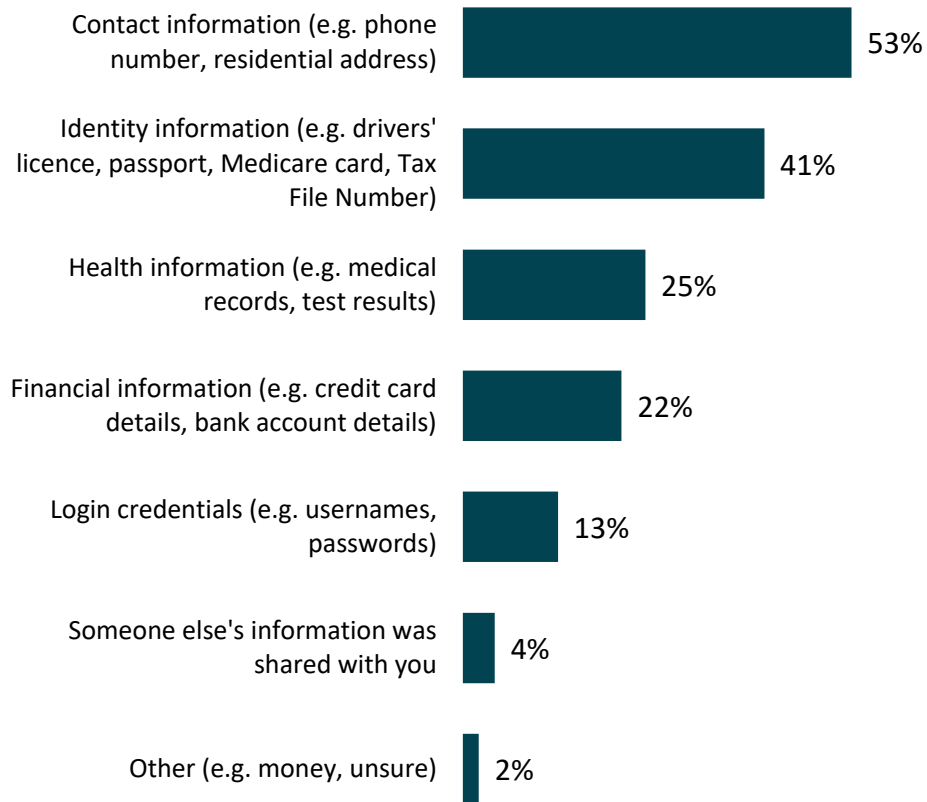
How did you first find out about this most recent breach involving ...?

Amongst those affected by a data breach involving the NSW Government

		A NSW state-owned corporation (e.g. Sydney Water)*	A NSW Government agency (e.g. public hospitals)*	Other NSW Government organisation*	Not NSW Government organisation (private/ federal)*
The NSW Government agency involved in the data breach informed me directly (e.g. by email, letter notification)	24%	22%	38%	23%	6%
Read about it in the news	23%	26%	13%	15%	44%
Social media	22%	30%	25%	19%	6%
A friend/ family member notified me	13%	7%	13%	19%	13%
Bank notified me	11%	7%	4%	23%	6%
Another government agency or regulator	2%	4%	0%	0%	6%
Other (e.g. work, phone manufacturer/ network provider)	6%	4%	8%	0%	19%
	<i>Base n=113</i>	27*	24*	26*	16*

DATA BREACHES ARE MOST LIKELY TO INVOLVE CONTACT OR IDENTITY INFORMATION , THOUGH A NOTABLE PROPORTION CLAIM THAT MORE SENSITIVE DATA WERE IMPACTED, SUCH AS HEALTH AND FINANCIAL DETAILS, INCREASING THE POTENTIAL FOR HARM.

What type of information was involved in this breach?








How were you affected by the data breach?



IMPACTS EXTEND BEYOND THE BREACH, WITH MANY EXPERIENCING TIME, EMOTIONAL, AND FINANCIAL CONSEQUENCES.

SUPPORT FOLLOWING A BREACH IS INCONSISTENT: OVER 1 IN 3 RECEIVE NO ASSISTANCE, JUST OVER 1 IN 4 ARE GIVEN ADVICE OR HELP REPLACING DOCUMENTS, AND 1 IN 5 RECEIVE FINANCIAL ASSISTANCE OR CREDIT MONITORING.

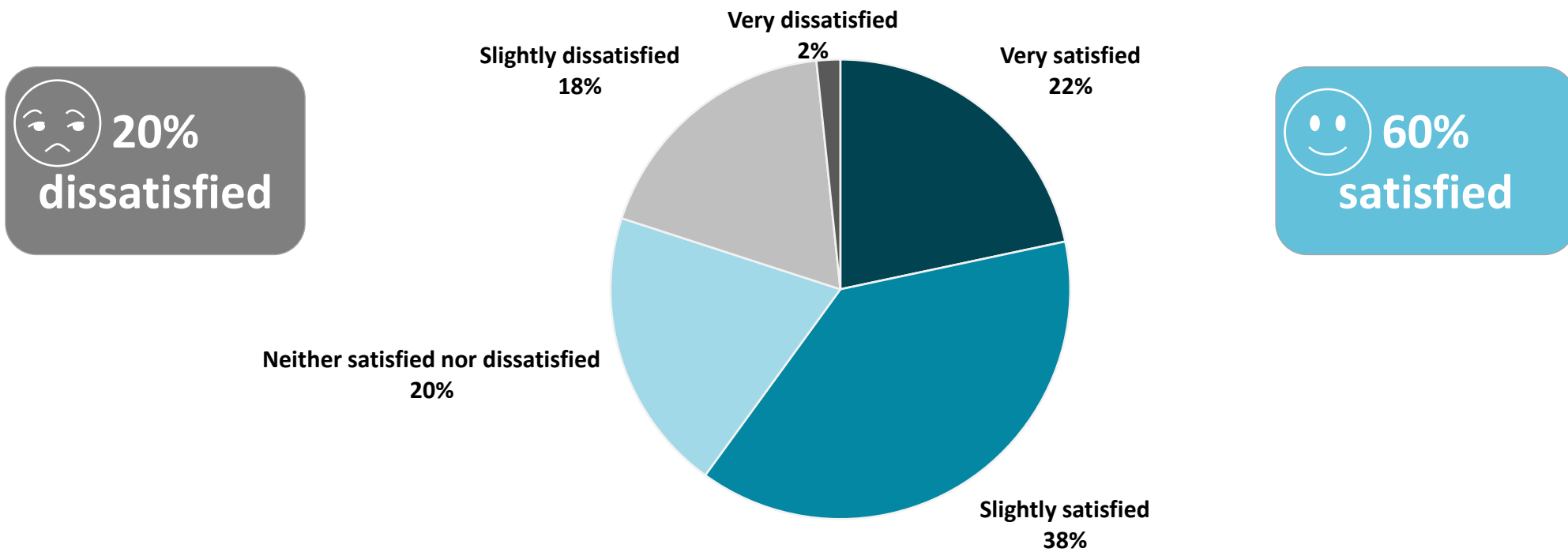
Did you receive any of the following support from the NSW Government to help you deal with the impact of the breach

		A NSW state-owned corporation (e.g. Sydney Water)*	A NSW Government agency (e.g. public hospitals)*	Other NSW Government organisation*	Not NSW Government organisation (private/ federal)*
Advice or guidance	 28%	37%	33%	27%	6%
Help replacing documents	 27%	33%	42%	23%	0%
Financial assistance	 19%	33%	17%	19%	0%
Credit monitoring	 19%	19%	21%	31%	0%
No support received	 35%	19%	42%	15%	88%
	Base n=113	27*	24*	26*	16*

*Note: Small sample; results are indicative only.

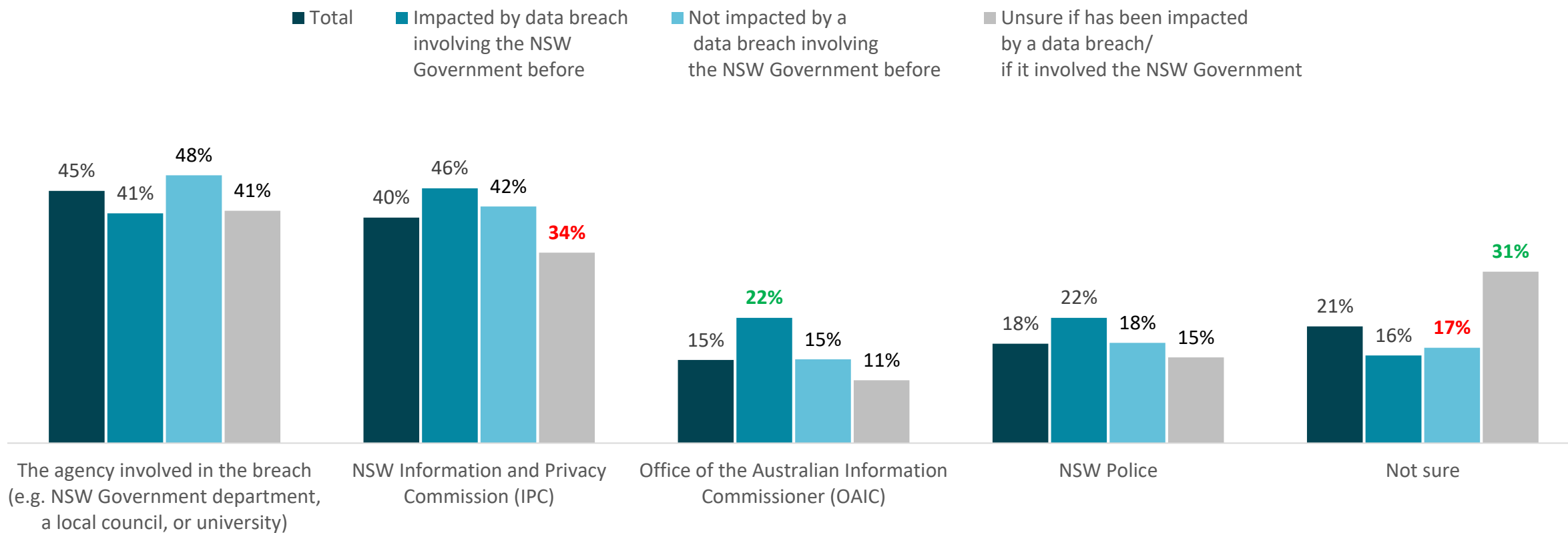
ENCOURAGINGLY, MOST WHO RECEIVED SUPPORT FROM THE NSW GOVERNMENT WERE SATISFIED WITH THE OUTCOME, THOUGH A NOTABLE PROPORTION (1 IN 5) WERE DISSATISFIED

How satisfied were you overall with the support you received from these agencies regarding this data breach?



IN FUTURE, MOST WOULD TURN TO THE AGENCY INVOLVED OR THE NSW IPC FOR SUPPORT; HOWEVER, A NOTABLE PROPORTION REMAIN UNSURE, PARTICULARLY THOSE WHO HAVE NOT EXPERIENCED A BREACH, INDICATING A LACK OF CLARITY ABOUT WHERE TO SEEK HELP.

If you experienced a data breach in future, who would you contact for information or support?



PRIVACY COMPLAINTS

Behaviours and experiences

AROUND 1 IN 10 HAVE MADE A PRIVACY COMPLAINT ABOUT THE CONDUCT OF A NSW GOVERNMENT DEPARTMENT, HEALTH SERVICE, UNIVERSITY, OR LOCAL COUNCIL, WITH NO SIGNIFICANT DIFFERENCES ACROSS KEY DEMOGRAPHIC GROUPS.

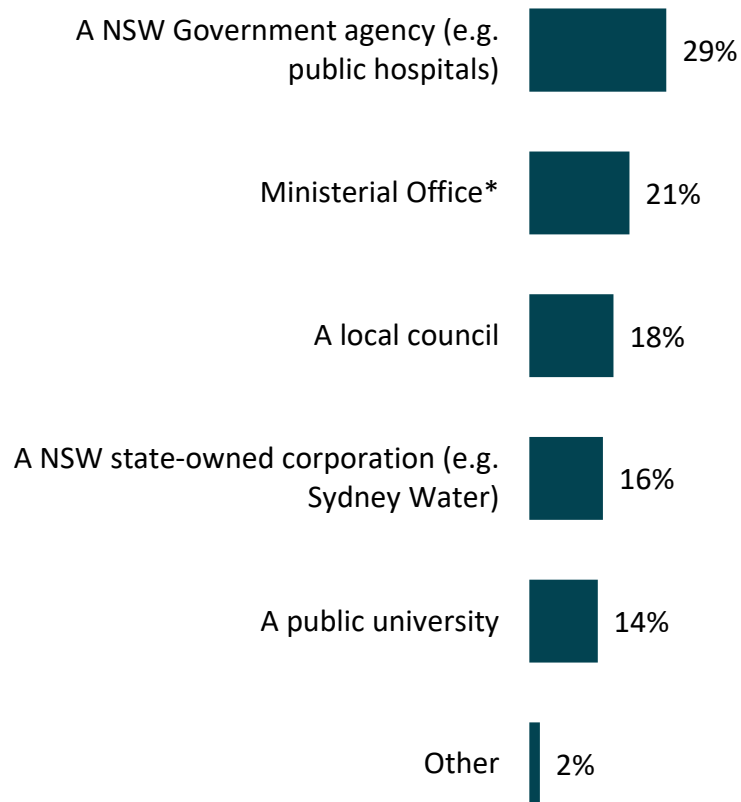
Have you ever made a privacy complaint about the behaviour of a NSW Government department, health service, university, or local council?

	TOTAL	AGE					GENDER		LOCATION	
		18-34 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	Metro	Regional
Yes, in the past 6 months	1%	2%	2%	1%	1%	0%	1%	1%	1%	1%
Yes, in the past 7-12 months	3%	6%	3%	2%	0%	0%	3%	2%	4%	1%
Yes, in the past 1-2 years	2%	4%	2%	2%	0%	0%	2%	2%	2%	1%
Yes, in the past 3-5 years	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%
Yes, over 5 years ago	2%	2%	3%	3%	1%	1%	2%	1%	2%	2%
Never	91%	84%	88%	92%	97%	98%	90%	92%	89%	94%
<i>Base n=1003</i>		286	180	159	153	225	497	506	654	349

COMPLAINTS ARE PRIMARILY DIRECTED TO NSW GOVERNMENT AGENCIES AND MINISTERIAL OFFICE. WHILE AROUND HALF REPORT SATISFACTION WITH OUTCOMES, MANY REMAIN DISSATISFIED, INDICATING INCONSISTENT RESOLUTION EXPERIENCES AND AN OPPORTUNITY TO STRENGTHEN COMPLAINT HANDLING OUTCOMES.

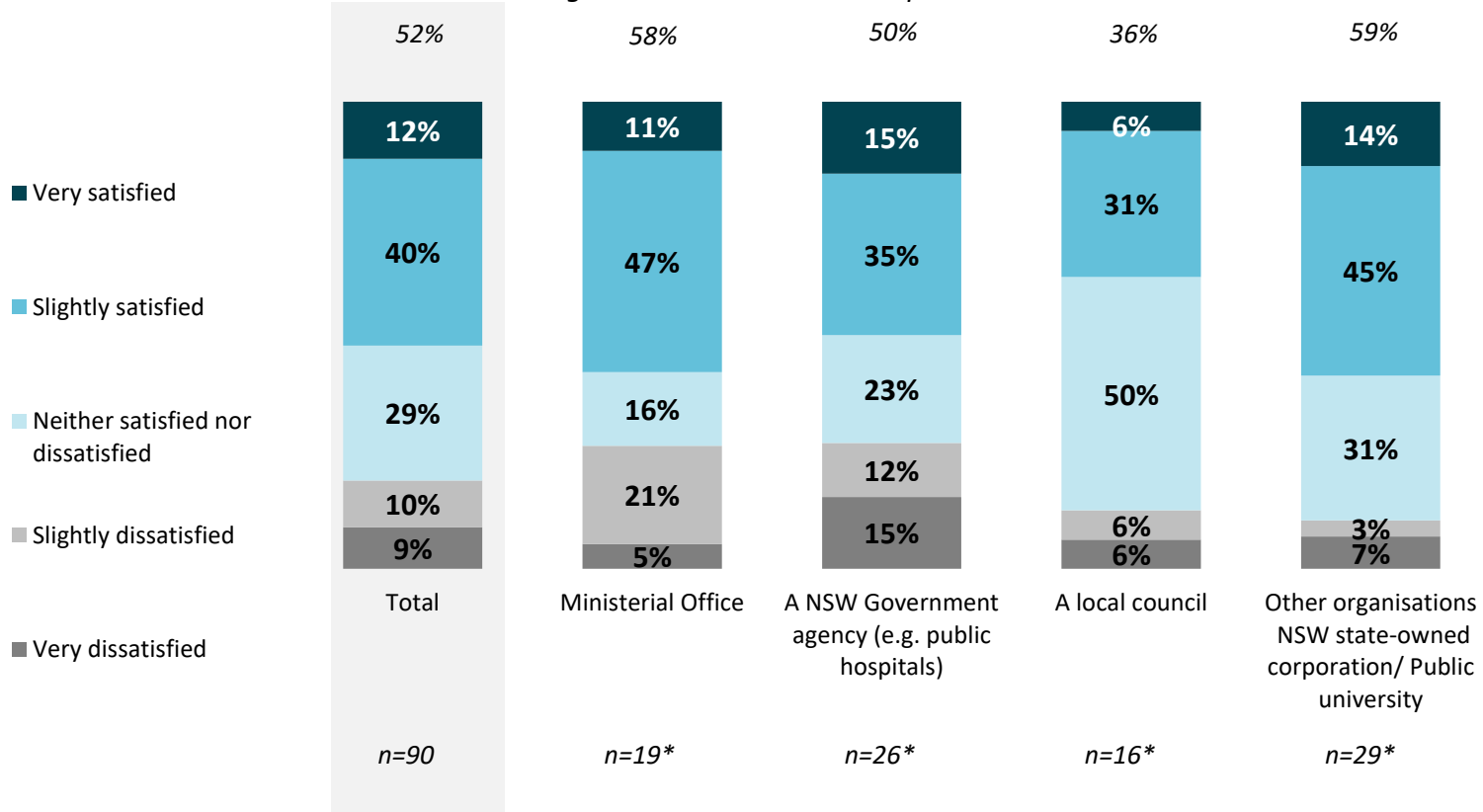
Which NSW Government agency did you make a privacy complaint about? (most recent occasion)

Amongst those that made a complaint



How satisfied were you with the outcome of this privacy complaint?

Amongst those that made a complaint



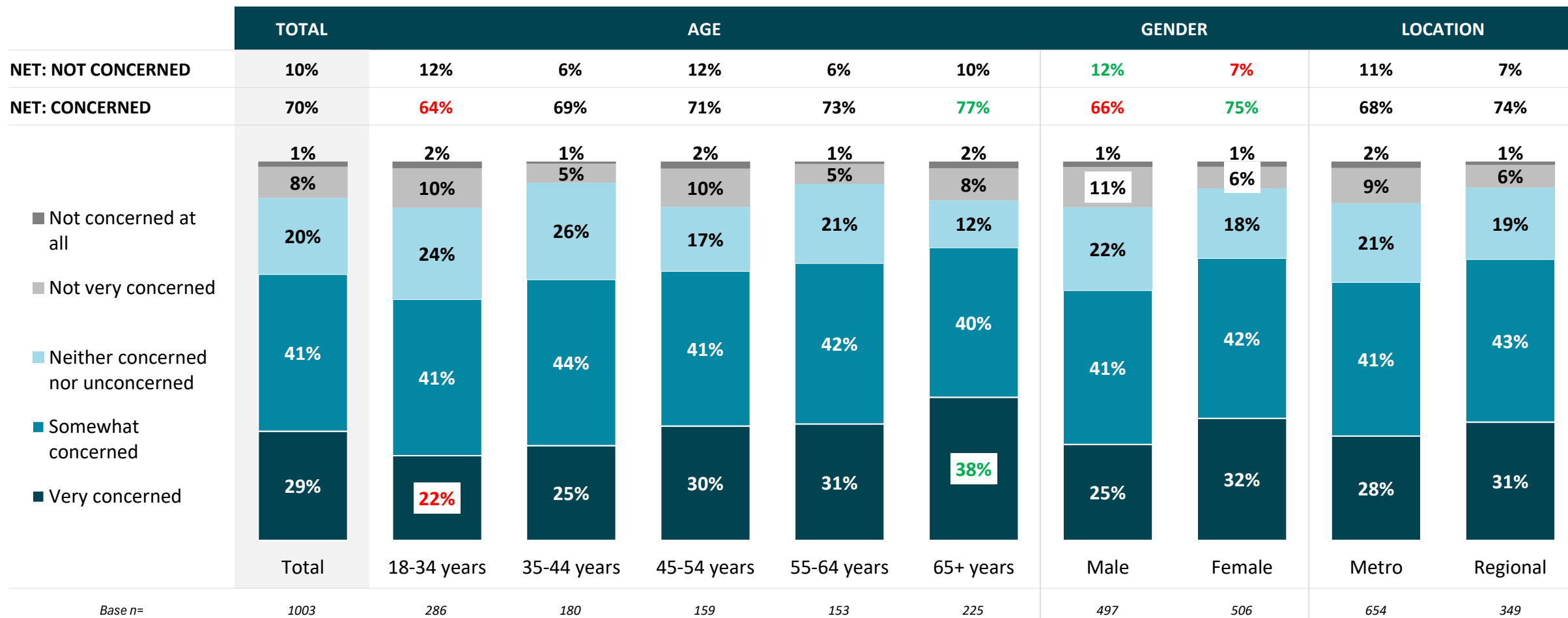
*Note: Small sample; results are indicative only.

AI IN NSW GOVERNMENT

Concerns, expectations and safeguards

CONCERN ABOUT AI USE IN GOVERNMENT IS WIDESPREAD, INCREASING WITH AGE AND MORE PRONOUNCED AMONG FEMALES.

How concerned are you about the NSW Government using technology, including Artificial Intelligence and Automatic Decision Making to make a decision that might affect you?



LOWER LEVELS OF CONCERN ARE DRIVEN PRIMARILY BY TRUST IN GOVERNMENT, WITH MANY ACCEPTING AI AS PART OF EVERYDAY LIFE AND OTHERS DISENGAGED, VIEWING RISKS AS MINIMAL OR OVERHYPED.

Reason why not concerned: verbatim responses (unedited)

TRUST AND CONFIDENCE IN GOVERNMENT SYSTEMS

Many express trust that government agencies will act appropriately and have secure systems in place.

I trust the system would have appropriate checks and balances in place

I trust government and set the guiding rules when using AI

I assume the Department would have checks and balances in place

Because I believe the government knows how to do their job well

I trust the NSW government agency to have proper systems in place to ensure that there is no misuse of any kind

LOW PERCEIVED RISK AND INDIFFERENCE

Many are unconcerned, viewing risks as minimal, overhyped, or not personally impactful.

What can go wrong?

Its just never really bothered me. I don't spend time thinking about it.

The technology is not advanced enough to be any kind of threat

AI is massively overhyped. The main concerns are that it is still in an unevolved state and makes a lot of mistakes; and the temptation of large organisations to fire essential workers and replace them with AI software. But in and of itself, AI is not a threat.

It is not something of concern to me at the moment

I don't have any reason to be so far. I might be concerned if something happened but so far not really

It just hasn't been an issue for me at this time. I'm sure I'd hold far more concerns if this became a real issue in the future.

its not really a big deal and won't and i hope it doesn't interfere with my daily life

ACCEPTANCE OF AI AS INEVITABLE AND BENEFICIAL

AI is widely seen as part of everyday life, with perceived benefits in efficiency and service delivery.

I would expect to have the right of appeal or to correct errors and possibly human oversight

I am happy of they can provide fast service using Artificial intelligence and automation

This is because the use of advanced technology will bring about credibility and effectiveness.

Well, it is high time we all agreed that Artificial Intelligence is now part of our daily life. Hence, if it is optimised to give information to the public, as long as such is correct, then, it is welcomed.

AI is the way of the future. AI doesn't bother me it makes SOME jobs easier

I think if used correctly AI will benefit hospitals and medical information and care.

I trust AI and am all for the use and implementation of it. I think it will help mankind advance.

This is because the use of advanced technology will bring about credibility and effectiveness.

I am happy of they can provide fast service using Artificial intelligence and automation

PERSONAL CONTEXT REDUCES CONCERN

Views such as nothing to hide, data already being shared, or competing priorities.

I have nothing to hide

Because I have nothing to be concerned of!

i use AI now daily and my data is everywhere online already

It doesn't matter because all our data is out there anyway

The information that they may have on me is not a great concern, I think my info would be the same as most other Australians

Assume they will have some governance processes in place, and I don't provide much information to them

CONCERNS ABOUT AI USE IN GOVERNMENT STEM FROM DISTRUST IN AI AND PERCEIVED RISKS AROUND PRIVACY, ACCURACY, AND ACCOUNTABILITY.

Reason why concerned: verbatim responses (unedited)

Lack of trust and broader unease about AI and automated decision-making

Broad scepticism about AI being used at all, especially for important or sensitive decisions.

Privacy, security and misuse of personal information

Concerns about data breaches, hacking, unauthorised access, and personal information being misused.

Errors, bias and lack of human judgement

Worries that AI may be inaccurate, unfair, miss context, and make decisions without empathy or nuance.

Lack of transparency, regulation and accountability

Uncertainty about how AI is used, what safeguards exist, and who is responsible if something goes wrong.

AI can make a lot of mistakes still and I remember how catastrophic robo debt was. I'm concerned we would see similar catastrophic circumstances being caused by the use of AI.

I don't trust the system and how it can be used.

Don't like or trust the use of AI in any capacity, and especially when using sensitive data

I hate AI I think it's incredibly dangerous

AI is not fully tested and has been use to kill peoples via drones so it is a dangerous thing to give access to any information

Because as we have seen through numerous government shambles (robo debt, NDIS Centrelink) these decisions are constantly wrong put enormous stress on people that affects lives for years to come.

I have little or no faith in AI

I feel my details are not protected

I just worry about the government using AI and having access to my data and personal information

I don't feel comfortable with the use of AI and think it will damage the quality of security and could pose more of a risk of a cyber data crime/ breach in the future.

Sometimes things aren't always what it seems, thus mistakes can be made, any wrong personal information may be shared

I am worried about privacy breaches and other potential issues that a new technology could not have possibly trouble shooter yet.

I am concerned because AI can misuse personal information, create fake content and may replace jobs.

I am worried data will be misused as well as inaccurate results and decisions

Because it lacks human qualities

That technology is being used upfront in many cases where human interaction would achieve a quicker positive and efficient outcome.

Concerned that these decisions may be biased

Concerned ai might not be accurate

Because AI has not been proven enough yet. Often gets things wrong.

I think the decision should be made buy a person

That technology is in its infancy and still makes serious inaccurate decisions occasionally, the extent of which are often misunderstood or ignored by those using AI.

Because I am not confident that results obtained by AI would be 100% correct or appropriate

I do not trust AI. Every day you read or hear about the incorrect answers that AI offer up. And, who enters the information into AI? Can they be trusted?

Because I don't think ai is 100% correct all the time, I still trust a person over AI

There is no known regulation about AI so I don't know anything about the laws and rules about this. So, I don't know about my rights and not knowing gravely concerns me.

I am concerned because AI can make decisions that affect people's lives without always being fully transparent or accountable.

Because AI use is not strictly regulated at the moment As I'm not completely sure about the privacy safety of AI

Seems like they should not use technologies that are still in the early stages of development and acceptance.

Because I'm concerned about the lack of transparencies, fairness, errors and inaccuracies

I think there's a massive rush toward using AI and we need modernised laws to govern its use, not just company or organisation policies

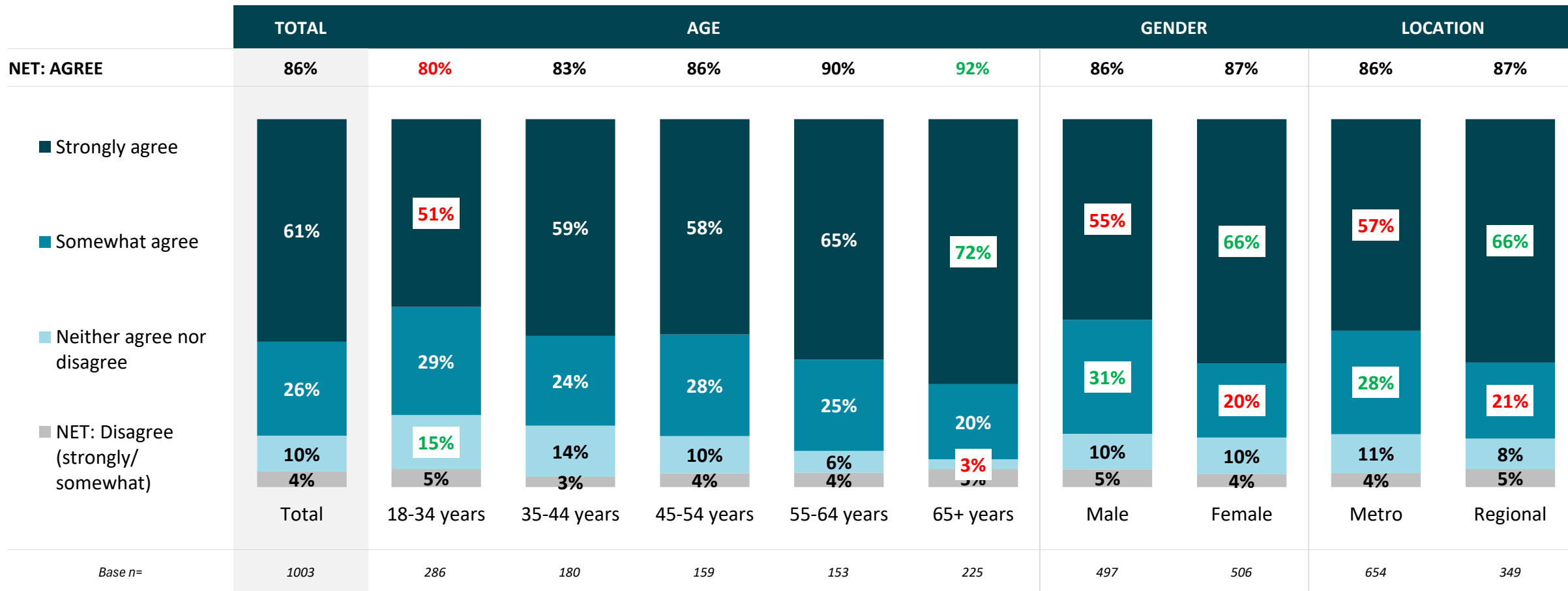
HUMAN OVERSIGHT AND STRONG PRIVACY SAFEGUARDS ARE SEEN AS ESSENTIAL FOR USE OF AI AND ADM SYSTEMS WITHIN NSW GOVERNMENT, WITH OVER HALF ALSO EXPECTING TRANSPARENCY. REQUIREMENTS INCREASE SIGNIFICANTLY WITH AGE AND ARE CONSIDERABLY HIGHER IN REGIONAL VS METRO AREAS.

Which of the following conditions do you consider essential before a NSW Government agency would use AI or ADM systems to make a decision that might affect you?

	TOTAL	AGE					GENDER		LOCATION	
		18-34 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	Metro	Regional
AVERAGE NUMBER OF CONDITIONS: 3.4 (OUT OF 6)		3.0	3.3	3.5	3.5	3.9	3.3	3.5	3.3	3.6
There is a human involved in the decision	68%	58%	69%	70%	75%	73%	66%	70%	67%	70%
The use of AI must comply with strict privacy rules	64%	58%	68%	61%	65%	68%	62%	66%	63%	64%
You are told about it	57%	50%	48%	60%	58%	69%	54%	60%	52%	66%
You can challenge the decision	53%	45%	49%	53%	54%	65%	54%	52%	50%	58%
You are told how personal information is used by the AI/ ADM	52%	43%	53%	57%	50%	61%	50%	54%	49%	57%
The way that the AI/ ADM makes decisions is clearly explained	47%	44%	47%	49%	46%	51%	46%	48%	47%	48%
No conditions are necessary	5%	6%	4%	5%	5%	4%	4%	6%	5%	5%
<i>Base n=1003</i>		286	180	159	153	225	497	506	654	349

THERE IS STRONG AGREEMENT ON THE NEED FOR THE NSW GOVERNMENT TO CLEARLY EXPLAIN IN ITS PRIVACY POLICIES HOW AI AND ADM SYSTEMS ARE USED WHEN MAKING DECISIONS ABOUT INDIVIDUALS. ALTHOUGH THIS IS SIGNIFICANTLY LOWER AMONG YOUNGER COHORTS, 4 IN 5 STILL AGREE.

To what extent do you agree or disagree that the NSW Government should explain in its privacy policies how it uses AI or ADM systems to make decisions about individuals?



IN SUMMARY

Key insights and implications

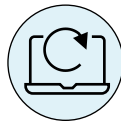
WHILE AWARENESS OF PRIVACY RIGHTS IS WELL ESTABLISHED, GAPS IN UNDERSTANDING, ENGAGEMENT AND TRUST, PARTICULARLY IN RELATION TO DATA BREACHES AND AI, HIGHLIGHT OPPORTUNITIES TO STRENGTHEN COMMUNICATION, TRANSPARENCY AND USER CONFIDENCE.



PRIVACY RIGHTS

Strong value placed on privacy rights: NSW residents place high importance on their rights to access, protect, and receive support for their personal information.

Awareness is high for core agencies but uneven overall: While awareness of access and complaint rights is strong for NSW Government agencies, understanding is less clear for local councils, universities, and other entities.



ACCESSING PERSONAL INFORMATION

There is some confusion around where to go: While awareness of rights is relatively high, there is uncertainty around which organisations are responsible and how to access or act on these rights.

Access processes generally work but are not always seamless: Most access requests are successful, although partial access is common and many seek guidance on where to go before contacting the agency. While satisfaction is generally positive with the process, some inconsistencies remain.



DATA BREACHES

Concern about data breaches is high and impacts are significant: Concern spans both external and internal risks, with breaches often leading to time, emotional, and financial consequences.

Uncertainty and communication gaps drive concern: Many are unsure if they have been impacted by a breach and often learn about breaches indirectly, contributing to higher levels of concern.

Support is inconsistent across organisations: Support following breaches varies, with many receiving no assistance, although satisfaction is generally positive among those who do.



AI IN NSW GOVERNMENT

AI introduces new concerns driven by distrust and perceived risks: While some accept AI as inevitable, most express concern, particularly around privacy, accuracy, and accountability.

INSIGHTS

IMPLICATIONS



EXPAND AWARENESS BEYOND CORE AGENCIES

Clarify how privacy rights apply across all organisations involved, particularly local councils, universities, and state-owned corporations.



PROVIDE CLEAR GUIDANCE ON HOW TO ACCESS PERSONAL INFORMATION

Improve understanding of the process, including where to go, who to contact, and available channels, ensuring information is easy to find when needed.



IMPROVE COMMUNICATION WHEN DATA BREACHES OCCUR

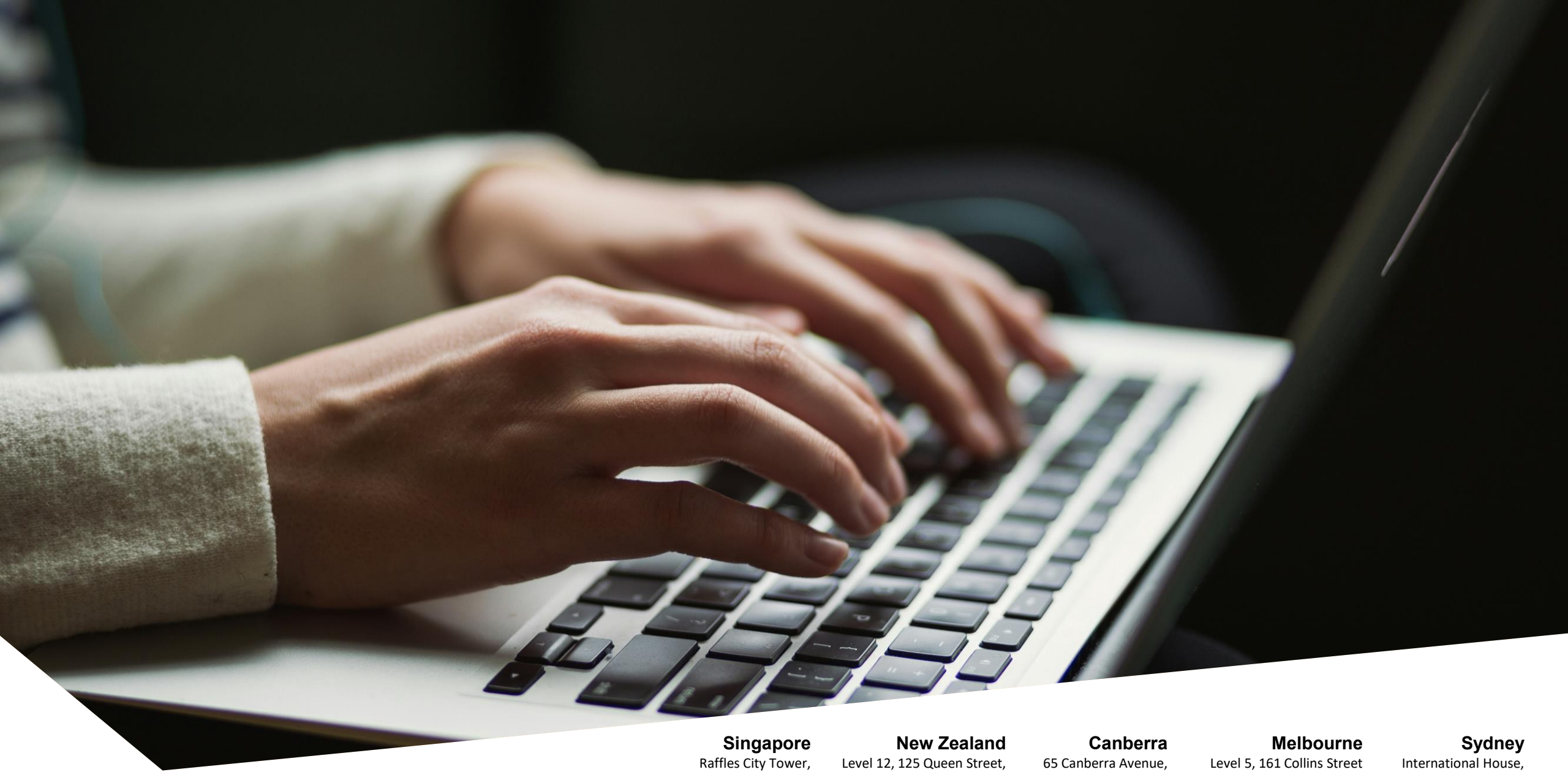
Ensure timely, direct communication from agencies involved in the breach, including what has happened, what individuals should do, and what support the NSW Government can provide, with a consistent approach across all NSW Government organisations.



ADDRESS AI CONCERNS THROUGH SAFEGUARDS AND COMMUNICATION

Emphasise human oversight, strong privacy protections, and clear explanations of how AI is used in decision-making.

Clearly communicate how personal information is used, how decisions are made, and who is responsible when things go wrong.



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