

Media release

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Privacy Commissioner launches Privacy Awareness Week 2015 with a reminder that privacy matters at any age

“As the use of smart devices, mobile apps and online services continues to rise, the risk to privacy is also increasing. It is no surprise that privacy remains a hot topic and the protection of our personal information continues to be important to all of us, no matter who we are or what our age,” said NSW Privacy Commissioner Dr Elizabeth Coombs.

“I am pleased to launch Privacy Awareness Week 2015 and remind us all of the importance of protecting our privacy online and holding to account those who collect and access our personal information.”

Privacy Awareness Week 2015 (PAW 2015) is an annual initiative of the Asia Pacific Privacy Authorities (APPA) and is held in the first week of May (3-9 May 2015). It offers an opportunity for NSW public sector agencies, including local councils and universities to highlight their commitment to good privacy practices by staging events and, importantly, sharing their privacy commitment with the NSW community,” said Dr Coombs.

This year NSW will celebrate PAW 2015 under the theme of *Privacy Matters @ Any Age*, which highlights the fact that no matter your age, your privacy and the protection of your personal information is essential.

Privacy Matters @ Any Age encourages each of us to consider such questions as:

- What are my responsibilities when using online services?
- What privacy settings are available and how do I use them?
- How do I find out how to stay safe online?

“This year, under the theme *Privacy Matters @ Any Age* we encourage all to be privacy minded. We have a specific focus on the growing number of older people who I am keen to assist to feel confident about protecting their privacy online so they can communicate digitally along with the rest of the community,” said Dr Coombs.

“My office has developed a range of free downloadable resources including fact sheets, brochures, checklists, a short video animation, privacy quiz and posters for agencies, organisations and the NSW community. These include assistance with using mobile apps, keeping kids safe online, tips for protecting your privacy when using social media, and a guide to privacy laws in NSW. All privacy resources can be accessed on the [IPC's PAW 2015 web page](#).”

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Dr Coombs is also available for interviews during PAW 2015 to discuss privacy issues including online safety. Please contact the IPC Communications team on 0435 961 691 or 1800 472 679 or email ipcinfo@ipc.nsw.gov.au to make your request.

For more information on the IPC and Privacy Awareness Week activities in NSW, visit www.ipc.nsw.gov.au.