



information  
and privacy  
commission  
new south wales

## Media release

24 April 2014

### Privacy Awareness Week 2014 – mobilise your privacy

Privacy Awareness Week, an annual initiative of the Asia Pacific Privacy Authorities (APPA), will commence in the first week of May (4 – 10 May 2014).

It is an opportunity to highlight the importance of privacy, a hot topic that affects individuals, communities and governments throughout Australia and around the world.

This year the Information and Privacy Commission NSW (IPC) will celebrate Privacy Awareness Week under the theme “Mobilise your privacy, stay safe online”.

“Now, more than ever, it is vital that both organisations and individuals are vigilant when it comes to privacy protection, particularly with the increasing use of the internet and smartphones,” said Dr Elizabeth Coombs, NSW Privacy Commissioner. “Many people are also using mobile apps to receive and provide information and services, and there can be privacy implications for both the users and the providers.”

This theme encourages all of us to consider such questions as:

- What are my responsibilities when using mobile apps?
- Have I checked my privacy settings lately?
- What are my rights under NSW privacy law?
- Who can help me with this process?

The IPC has released a range of new resources to help protect our privacy, including two fact sheets on mobile apps and understanding the risks.

“*Mobile apps: The ABCs of privacy protection* encourages us to think before we download apps, and *Mobile apps: know the risks* is a simple checklist for organisations that use apps to deliver services to the NSW public. It is important to understand what information is collected and how it will be used,” said Dr Coombs.

Other resources cover tips for children’s online safety, and *A Guide to privacy laws in NSW* offers simple facts about privacy legislation in NSW, how it protects your privacy and what you can do if you think your privacy has been breached.

Dr Coombs is available for interviews during Privacy Awareness Week 2014 to discuss privacy issues including online safety. Please contact Kate Jobling on 0435 961 691 or email [ipcinfo@ipc.nsw.gov.au](mailto: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](http://www.ipc.nsw.gov.au)

**Media contact Kate Jobling** on 02 8071 7018

**After hours media line 0435 961 691**

Level 11, 1 Castlereagh Street, Sydney NSW 2000 • GPO Box 7011, Sydney NSW 2001  
t 1800 IPC NSW (1800 472 679) • e [ipcinfo@ipc.nsw.gov.au](mailto:ipcinfo@ipc.nsw.gov.au)