

Suggested email for agencies

Subject

Privacy Matters for Privacy Awareness Month, May 2016

Body

Good morning/afternoon,

The month of May for 2016 is Privacy Awareness Month (PAM). This is an opportunity for us to reflect as an organisation on what our responsibilities are when handling personal information. I encourage you to take the opportunity to make yourself aware of your own responsibilities as well as reviewing the <agency name> Privacy Management Plan.

The theme for this year, from the Office of the NSW Privacy Commissioner, is *Privacy and You*. This is about ensuring the NSW community understands privacy legislation and their own responsibilities when it comes to protecting their personal information, as well as ensuring that we as an organisation understand the importance of privacy in everything we do. For organisations such as ours the emphasis is on the benefits of investing in good privacy governance. The 'Privacy Governance Framework', which is available on the Information and Privacy Commission website, is a useful tool for understanding privacy governance.

Being more conscious of how to manage personal information as an organisational asset will contribute to agency success and reputation. Clever thinking about the privacy of personal information, as well as compliance with legislation is essential. NSW privacy legislation aims to achieve control by the individual of their information while meeting the needs of effective government.

<Optional content>PAM offers an opportunity for us to highlight our commitment to good privacy practices. To do this we are hosting <details of event here>.

If you would like more information on Privacy Awareness Month visit www.ipc.nsw.gov.au/Privacy

Salutation