

media release

29 April 2013

Community resources launched for Privacy Awareness Week

Privacy is a hot issue for communities, governments and business, and Privacy Awareness Week (29 April to 4 May 2013) is a great opportunity to focus on what privacy means to you.

The NSW Information and Privacy Commission (IPC) has released a range of new resources to help you protect your privacy, including a video, online privacy guide and a mobile apps privacy checklist.

NSW Privacy Commissioner Dr Elizabeth Coombs launched the resources today to kick off Privacy Awareness Week 2013.

“Our new video – *What does privacy mean to you?* – captures the concerns of members of the public and encourages us to think about what steps we can all take to protect our privacy,” Dr Coombs said.

“People in general are concerned about issues such as the security of personal information, credit card fraud and online privacy risks.

“I encourage everyone to watch the video and think about their own actions in securing the privacy of their personal information.”

Online privacy and cybersafety were also important issues for parents and young people, Dr Coombs said.

“Our new online privacy guide for parents, teens, children and teachers provides tips and resources for staying safe and protecting your privacy while communicating online,” she said.

The Commissioner said mobile apps were becoming increasingly popular as the use of smartphones increased, but she warned of the privacy risks people should consider before downloading apps.

“Many apps collect personal information from users and can share some information via social networking sites,” Dr Coombs said.

“Users need to be aware of the potential risks before they sign up for an app, and should always check the privacy policy beforehand.”

“Our new consumer checklist – *Mobile apps: know the risks* – outlines the steps to take before downloading apps to ensure your privacy is protected.”

Privacy Awareness Week is an annual initiative of the Asia Pacific Privacy Authorities (APPA), of which the IPC is a member. For more on APPA’s Privacy Awareness Week resources visit their website at www.privacyawarenessweek.org

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

media contact eugénie fitzgerald on 02 8071 7006

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