

## media release

30 April 2012

### Resources available to help protect children's privacy during PAW

In NSW reported incidents of identity fraud have grown steadily from 1,315 incidents in 2006 to 1,937 incidents in 2010, according to the NSW Bureau of Crime Statistics and Research. Figures from January 2011 to 30 September 2011 show that 1,589 incidents of identity fraud have been reported to the NSW Police Force.

"We are increasingly living, playing, buying and communicating online" said NSW Privacy Commissioner, Dr Elizabeth Coombs. "But risks such as identity fraud exist for our children and young people online just as they do in the physical world."

"The information that we put online about ourselves is open not only to friends and family but to bullies, predators, identity thieves and fraudsters. Parents can play a key role in helping their children use the internet and social media securely.

The NSW Attorney General and Minister for Justice, the Hon. Greg Smith and the NSW Privacy Commissioner, Dr Elizabeth Coombs launched a comprehensive online list of guidance materials for children, young people, parents and teachers as part of Privacy Awareness Week (29 April – 5 May 2012).

The NSW Office of the Privacy Commissioner and privacy authorities in the Asia Pacific region have produced materials written for children and young people to help them keep safe online as part of Privacy Awareness Week.

"To make the guidance material easy to find, the Asia Pacific Privacy Authorities have created an online list of some of the key guidance material available, so people can easily click through to what they want. In many cases, people can also reprint the material free of charge," said Commissioner Coombs.

The list on [www.privacyawarenessweek.org](http://www.privacyawarenessweek.org) links to a wide variety of privacy guidance including tips, animations, brochures, discussion topics and interactive website materials. Topics include competitions, health, employment, safety on mobile phones, bullying, sexting and social networking in a number of community languages.

**office of the privacy commissioner new south wales** 1 media contact bill young 02 8071 7031 or 0435 961 691 Level 11, 1 Castlereagh Street, Sydney NSW 2000 @ GPO Box 7011, Sydney NSW 2001  
[www.privacy.nsw.gov.au](http://www.privacy.nsw.gov.au) | 02 8019 1600 information and privacy  
commission nsw