



## GPA Global Privacy and Data Protection Awards 2021

### Entry Form

To submit an entry to the GPA Global Privacy and Data Protection Awards please complete and email this form to [secretariat@globalprivacyassembly.org](mailto:secretariat@globalprivacyassembly.org) no later than **14 June 2021**.

Note: GPA member authorities can submit as many entries as they wish, but a separate form should be used for each different entry, submitted by the deadline above.

Languages: The GPA documentation Rule 6.2<sup>1</sup> applies.

#### 1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection  
Authority:

Office of the Australian information Commissioner

#### 2. ELIGIBILITY

By submitting this entry, I confirm that (*please tick all boxes to confirm*):

- The Authority is a member of the Global Privacy Assembly
- The initiative described in this entry was undertaken since January 2020.
- I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the GPA Secretariat.

#### 3. CATEGORIES

Please indicate which category you wish to enter.

*Please tick **one**; please use a separate form for each category you wish to enter:*

- Education and Public Awareness
- Accountability
- Dispute Resolution and Enforcement
- Innovation
- People's Choice

#### 4. DESCRIPTION OF THE INITIATIVE

**a. Please provide a brief summary of the initiative (no more than 75 words)**

The [Australian Community Attitudes to Privacy Survey 2020](#) provides a comprehensive overview of beliefs and concerns about the protection of personal information. Commissioned by the Office of the Australian Information Commissioner, the research tested views on data practices, privacy

<sup>1</sup> [GPA Rules and Procedures](#), Rule 6.2 'Assembly documents':

Without prejudice to section 4.2, Assembly documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other Assembly documents such as the Assembly Rules and Procedures.

reform, children's privacy, artificial intelligence and COVID-19, among other topics. It found privacy is a major concern for 70% of Australians while 87% want more control and choice over the collection and use of personal information.

**b. Please provide a full description of the initiative (no more than 350 words)**

The Australian Community Attitudes to Privacy Survey (ACAPS) is a longstanding study led by the Office of the Australian Information Commissioner (OAIC) to evaluate awareness, understanding, behaviour and concerns about privacy.

The OAIC worked with Lonergan Research to develop the 2020 survey, which was conducted online in February and March 2020 with 2,866 unique respondents aged 18 years and over. Additional research was conducted in early April 2020 to measure changing attitudes to privacy issues following the COVID-19 outbreak.

Research findings were published in September 2020 and have been used to raise awareness about privacy issues and community concerns, assist with policy and compliance initiatives, and inform the OAIC's submissions to the Australian Government's current review of the *Privacy Act 1988*.

Among the key findings of the report:

- Data privacy is a major concern for 70% of Australians, with identify theft and fraud (76%), data security and breaches (61%), and digital services (58%) seen as the biggest privacy risks.
- Australians are increasingly questioning data practices where the purpose for collecting personal information is unclear: 81% consider it a misuse for an organisation to ask for information that doesn't seem relevant to the purpose of the transaction, up 7% since 2017.
- Privacy is the leading consideration when choosing an app or program to download, ahead of quality, convenience and price: 84% consider privacy extremely or very important when choosing a digital service.
- Australians trust health service providers the most when it comes to handling personal information, followed by government, and trust social media the least; since 2007, trust in most organisation types to handle personal information has declined.
- Parents are more concerned about their children's privacy than their own: 82% believe children must be empowered to use online services, but their data privacy must be protected.
- The community wants more information and clearer privacy policies to help them manage their privacy: 85% have a clear understanding of why they should protect their personal information but 49% say they don't know how.

**c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)**

ACAPS provides important longitudinal information on Australians' attitudes towards key privacy issues, their experiences with and perspectives on misuse of personal data, as well as actions taken to protect their privacy.

Its detailed insights provide rich evidence for regulators, policy makers, practitioners and organisations entrusted with personal information to help them meet the expectations of the community.

It contributes to the global body of research on changing privacy attitudes and concerns, particularly during the COVID-19 pandemic, when trust in personal information handling has been critical to the rapid development and adoption of measures to contain the virus.

The research also provides clear signals for businesses about how to build consumer trust and confidence in their privacy and data handling practices.

As a key input to the current review of Australia's privacy framework, ACAPS 2020 is driving detailed consideration of privacy attitudes and issues to help ensure we have the right type of regulation in place for the future, with laws and practices that enable innovation and economic growth, reduce regulatory friction, and uphold privacy rights.

The report's publication was supported by an integrated communications strategy which has generated multiple media mentions and received [industry praise](#) for its content and distribution.

- d. **Please include a photograph or image, if you wish** (*This will be published with your entry on the GPA website. The image can be pasted into the box below, be sent as an attachment or a link may be provided*)

# Australian Community Attitudes to Privacy Survey 2020



Australian Government  
Office of the Australian Information Commissioner

OAIC

Infographic: <https://www.oaic.gov.au/assets/engage-with-us/research/acaps-2020/ACAPS-2020-Infographic.pdf>



**GPA**  
Global Privacy Assembly

# Australian Community Attitudes to Privacy Survey 2020

  
Australian Government  
Office of the Australian  
Information Commissioner



**87%**

want more control and choice over the collection and use of their personal information

**97%**

consider privacy important when choosing a digital service

**62%**

are uncomfortable with their location being tracked through their mobile or web browser

**59%**

experienced problems with the handling of their personal information in the past 12 months

**70%**

see the protection of personal information as a major concern in their life

Australians trust health service providers the most with their personal information

**84%**

think identity theft and fraud, and data security and breaches, are the biggest privacy risks

**82%**

of parents believe children must be empowered to use online services, but their data privacy must also be protected

**85%**

have a clear understanding of why they should protect their personal information

**49%**

say they don't know how to do this

**84%**

think it is misuse of personal information when information is supplied for a specific purpose and used for another

VISIT [WWW.OAIC.GOV.AU/ACAPS2020](http://WWW.OAIC.GOV.AU/ACAPS2020)





e. Please provide the most relevant link on the authority's website to the initiative, if applicable (*The website content does not need to be in English*)

[oaic.gov.au/acaps2020](https://www.oaic.gov.au/acaps2020)

f. Please provide any other relevant links that help explain the initiative or its impact or success (*e.g. links to news reports or articles*):

- Cannings Purple review of OAIC content strategy for ACAPS 2020: <https://news.canningspurple.com.au/case-study-example-of-good-content-strategy/>:  
*"It's a smart distribution and content strategy, and it's great to see government organisations working so hard to encourage interest in their work."*
- Interview with national radio broadcaster: ABC Radio National's [RN Breakfast program](#) 24 September 2020
- Article in Australian Financial Review: [www.afr.com/politics/federal/consumers-want-compensation-when-their-privacy-is-breached-20200923-p55yb0](http://www.afr.com/politics/federal/consumers-want-compensation-when-their-privacy-is-breached-20200923-p55yb0)
- OAIC opinion piece on InnovationAus website: [www.innovationaus.com/australians-demand-better-privacy-controls/](http://www.innovationaus.com/australians-demand-better-privacy-controls/)
- Article on Government News: <https://www.governmentnews.com.au/most-want-govt-to-do-more-to-protect-privacy/>
- 'OAIC media release: [www.oaic.gov.au/updates/news-and-media/australians-want-more-control-over-privacy-survey-shows](http://www.oaic.gov.au/updates/news-and-media/australians-want-more-control-over-privacy-survey-shows)
- ACAPS 2020 video: [www.oaic.gov.au/updates/videos/australian-community-attitudes-to-privacy-survey-2020](http://www.oaic.gov.au/updates/videos/australian-community-attitudes-to-privacy-survey-2020)
- ACAPS 2020 infographic: [www.oaic.gov.au/australian-community-attitudes-to-privacy-survey-2020-landing-page/acaps-2020-infographic](http://www.oaic.gov.au/australian-community-attitudes-to-privacy-survey-2020-landing-page/acaps-2020-infographic)