



GPA Global Privacy and Data Protection Awards 2025

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 **no later than 16 June 2025**.

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 6.2¹ applies.

1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection Authority:	Office of the Australian Information Commissioner (OAIC)	
Person completing this form:	Emily	McPhee
	<i>First name</i>	<i>Last name</i>
	A/g Director Policy and Statutory functions team	
Job title:		
Email address:	Emily.mcphee@oaic.gov.au ; international@oaic.gov.au	

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 before 16 June 2025.
- ☒ 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

¹ [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.

4. DESCRIPTION OF THE INITIATIVE

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

On 17 December 2024, the Australian Information Commissioner settled proceedings against Meta Platforms, Inc. with a \$50 million payment program. The program forms part of an enforceable undertaking in relation to allegations that Meta's handling of personal information amounted to a breach of the *Privacy Act 1988* (Cth).

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

The Australian Information Commissioner agreed to a \$50 million payment program as part of an enforceable undertaking (EU) received from Meta Platforms, Inc. (Meta) to settle civil penalty proceedings. The payment scheme will be open to eligible Australian Facebook users impacted by the Cambridge Analytica matter.

The Commissioner alleged that the personal information of some Australian Facebook users was disclosed to the This is Your Digital Life app in breach of the *Privacy Act 1988* (Cth). The information was exposed to the risk of disclosure to Cambridge Analytica and other third parties, and risked being used for political profiling purposes.

The agreement followed a court-ordered mediation, which had been ongoing since February 2024, as part of the Federal Court civil penalty proceeding the Commissioner commenced in March 2020.

The EU requires Meta to set up a payment scheme, which will be run by an independent third-party administrator. The scheme will be open to individuals who:

- held a Facebook Account between 2 November 2013 and 17 December 2015;
- were present in Australia for more than 30 days during that period; and
- either installed the This is Your Digital Life app or were Facebook friends with an individual who installed the app.

The payment scheme will be structured into two tiers of payments. The first will permit individuals to apply for a base payment if they believe they experienced generalised concern or embarrassment because of the matter. The second category will provide for specific payment, likely to be higher than the base payment, to those who can demonstrate they have suffered loss or damage. The third-party administrator will also establish a timely internal review avenue for individuals in relation to the payment scheme.

Any residual funds not exhausted in the payment scheme will be paid into the Commonwealth's Consolidated Revenue Fund. Meta also paid a contribution to the Commissioner's legal costs.

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

The payment scheme demonstrates that all entities operating in Australia must be transparent and accountable in the way they handle personal information, in accordance with their obligations under Australian privacy law, and give users reasonable choice and control about how their personal information is used. Australians need assurance that whenever they provide their personal information to an organisation, they are protected by the Privacy Act wherever that information goes.

The settlement represents the largest ever payment dedicated to addressing concerns about the privacy of individuals in Australia and represents a substantive resolution of privacy concerns raised by the Cambridge Analytica matter.

We remain committed to applying our powers under the Privacy Act to achieve proportionate outcomes to ensure that Australians' privacy is protected, particularly with respect to technologies that have a high privacy impact. This groundbreaking outcome reflects the significant concerns of the Australian community.

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)

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)

[Landmark settlement of \\$50m from Meta for Australian users impacted by Cambridge Analytica incident | OAIC](#)

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):

[Meta Platforms, Inc.: enforceable undertaking | OAIC](#)

[Meta's \\$50M settlement with the OAIC](#)

[Meta's \\$50m reckoning – the OAIC gets tough on privacy - Technical update - MinterEllison](#)

[Potential payouts for up to 300,000 Australian Facebook users in Cambridge Analytica settlement | Australia news | The Guardian](#)