



**Australian Government**

**Office of the Australian Information Commissioner**

# Privacy law, compliance and the role of the OAIIC post reform

*Timothy Pilgrim, Privacy Commissioner  
Communications Alliance—Communications Essentials  
16 April 2014*

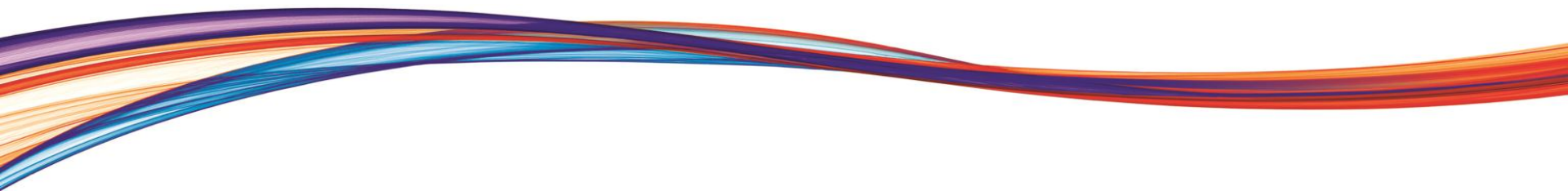
# New enforcement powers

- OAIC has range of new powers and remedies
- Audits now called 'assessments' —privacy practice 'score card'
- Code making power
- Commissioners can make a determination on a Commissioner initiated investigation (CII)
- Accept written undertakings enforceable in the courts
- Seek civil penalties in the case of serious or repeated breaches of privacy: \$340,000 (individuals) and up to \$1.7 million (entities).



# Regulatory approach

- Important to build a culture of compliance
- We will work with you to ensure compliance and continual improvement and development in the privacy field
- OAIC will continue to follow escalation model, attempt conciliation in first instance
- *OAIC Privacy regulatory action policy* – OAIC considering submissions
- Hacked does not mean ‘off the hook’



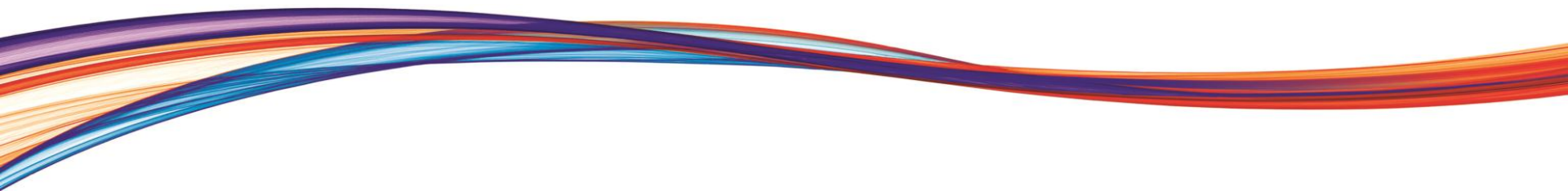
# Complaints & enquiries

- 2012-13 financial year:
  - 1496 privacy complaints received
- 2013-14 financial year to date:
  - already over 2,500



# 2013 Community attitudes to privacy survey

- 90% of Australians concerned about their personal information being sent overseas
- 95% of people saying that they should be informed how their information is handled and protected, and if it is lost
- 74% are more concerned about the privacy of their personal information online than they were 5 years ago
- 48% listed the greatest privacy risk as online services and social media
- 9% of respondents felt that the social media industry was trustworthy
- 63% of Australians have chosen to not deal with a public or private sector organisation due to concerns about the way their personal information is used or protected.



# Privacy Awareness Week (PAW) 2014

- Privacy Awareness Week runs from 4–10 May 2014
- Sign up as a PAW Partner to show your support
- Let OAIC know if your organisation is running a PAW event
- Get involved on Twitter — #PAW2014





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[www.oaic.gov.au](http://www.oaic.gov.au)