

Communications Alliance

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Communications Essentials

Telstra's journey to updating its privacy framework in line with the new Privacy Principles and changing customer expectations around privacy, in particular how stakeholders such as service providers have been involved in this process.

Our Journey

Our Implementation plan:

1. Interpretation, consultation and project management
2. Customer focused implementation
3. Updating of necessary materials and methodologies
4. Training and awareness

www.telstra.com/privacy

Service Providers

- **Extending the implementation plan beyond our own organisation**
- **Focus on Australian Privacy Principles 8,10,11,12 and 13**

Service providers

A practical example – our journey with our call centre service providers

Thank you

