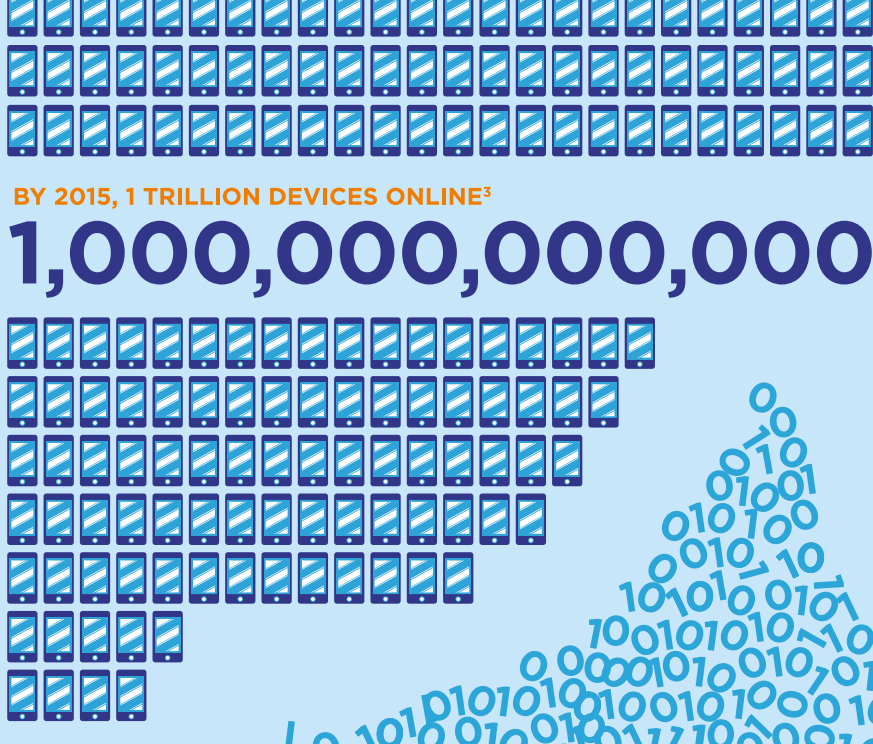
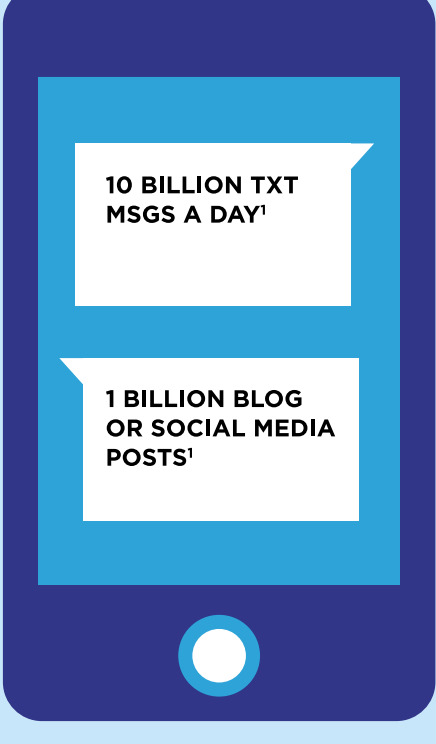


2013

COMMUNITY ATTITUDES TO PRIVACY

1

WE'RE CREATING MORE DATA THAN EVER BEFORE



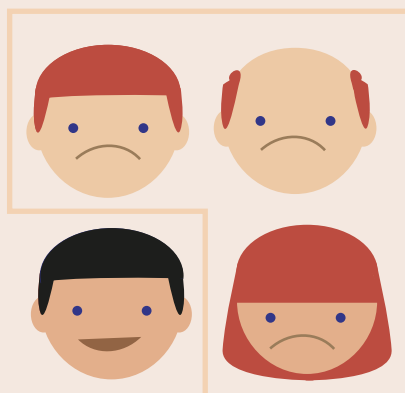
2

OUR INFORMATION IS OUT THERE, BUT PRIVACY STILL MATTERS



1 in 3

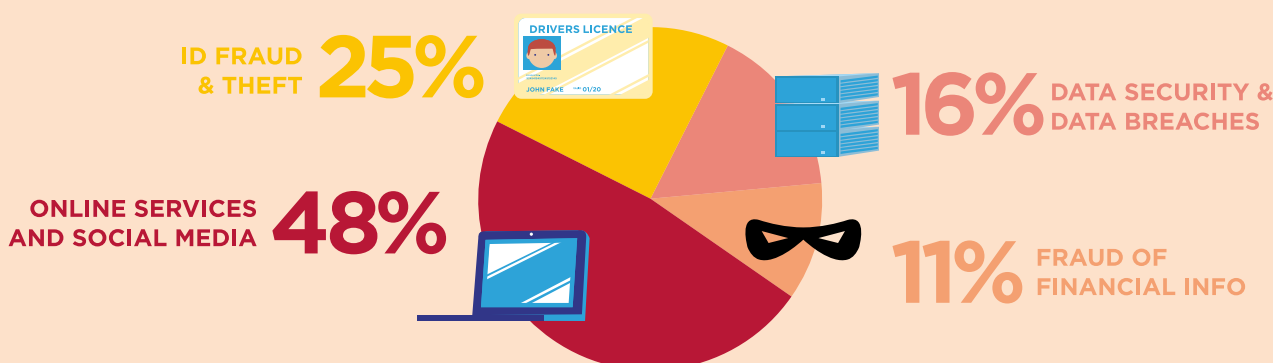
HAVE ISSUES WITH HOW THEIR PERSONAL INFORMATION HAS BEEN HANDLED IN THE PAST YEAR



3 in 4

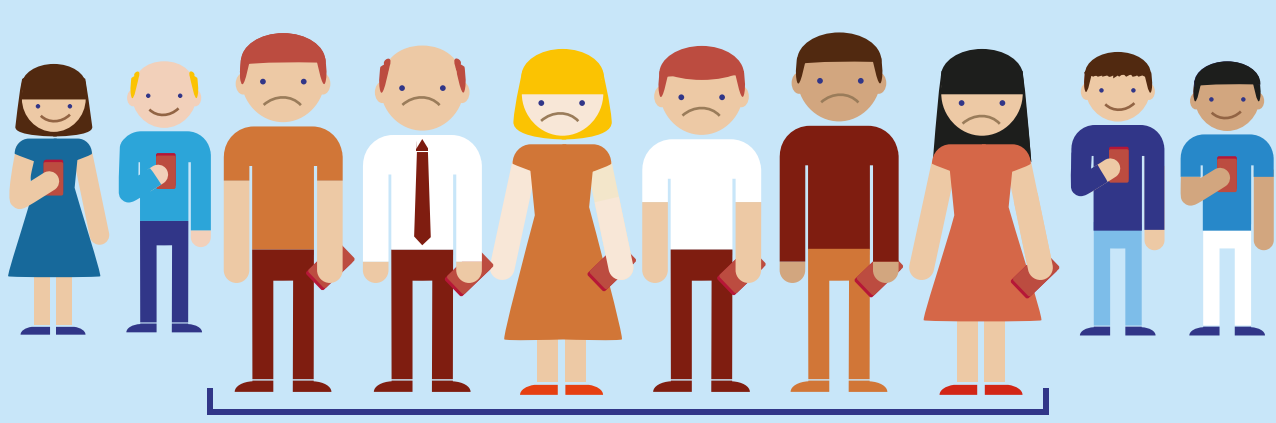
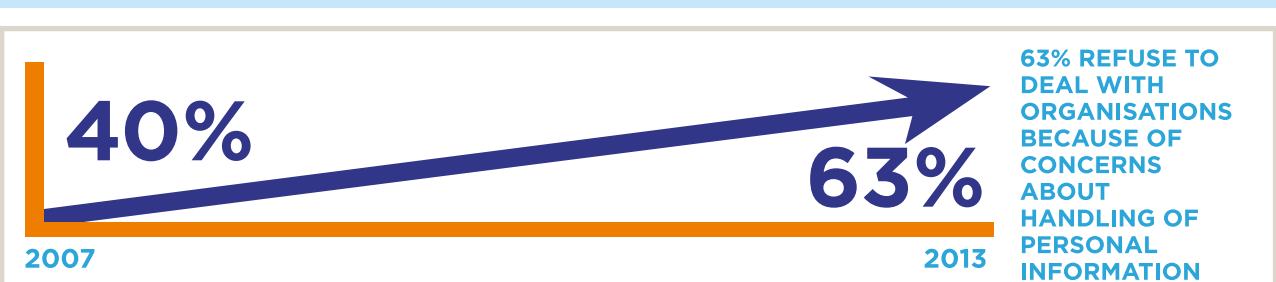
ARE MORE CONCERNED ABOUT SHARING PERSONAL INFORMATION ONLINE THAN 5 YEARS AGO

WHAT CONCERNS US MOST?



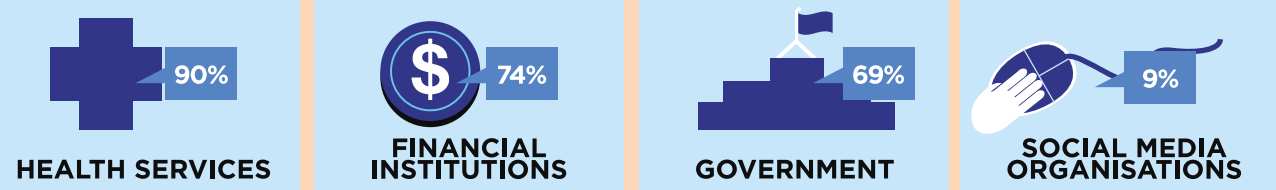
3

PRIVACY CONCERNS CHANGING OUR BEHAVIOUR



6 in 10 DON'T USE A SMARTPHONE APP IF CONCERNED ABOUT THE WAY PERSONAL INFO IS USED

INDUSTRIES WE TRUST TO HANDLE OUR PERSONAL INFORMATION



4

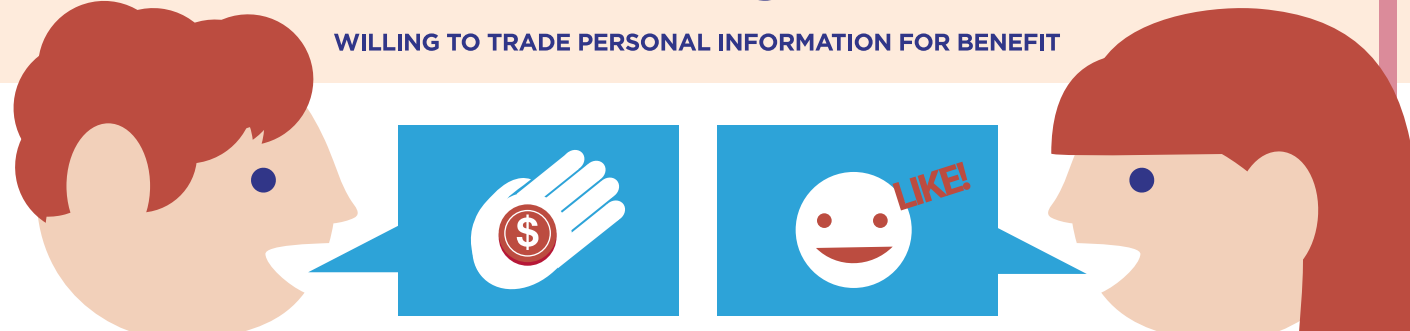
A BETTER UNDERSTANDING OF PRIVACY

WE'RE MORE AWARE & HAVE MUCH CLEARER EXPECTATIONS



1 in 3

WILLING TO TRADE PERSONAL INFORMATION FOR BENEFIT



5

KNOWING OUR RIGHTS AND TAKING RESPONSIBILITY

WE KNOW MORE ABOUT PRIVACY & THERE'S MORE FOR ALL OF US TO DO



WE'RE TAKING RESPONSIBILITY FOR OUR OWN PRIVACY



FOR TIPS ON HOW TO PROTECT YOUR PRIVACY VISIT **WWW.OAIC.GOV.AU**

THE OFFICE OF THE AUSTRALIAN INFORMATION COMMISSIONER SURVEYED 1,000 AUSTRALIANS TO UNDERSTAND CURRENT ATTITUDES TO PRIVACY. THE SURVEY HAS BEEN CONDUCTED AT INTERVALS SINCE 2001 AND PROVIDES A LONGITUDINAL VIEW OF THE COMMUNITY'S AWARENESS OF PRIVACY. FULL SURVEY CAN BE FOUND HERE: WWW.OAIC.GOV.AU/COMMUNITY-ATTITUDES

1 - http://www3.weforum.org/docs/WEF_IT_RethinkingPersonalData_Report_2012.pdf
 2 - <http://www.bcg.com/documents/file96476.pdf>
 3 - http://www3.weforum.org/docs/WEF_IT_RethinkingPersonalData_Report_2012.pdf



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