

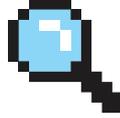
Privacy 101 for Business

Protecting the privacy of people's personal information is fundamental. That's why we have put together 10 tips for businesses and other organisations to apply to keep personal information safe.



Know your obligations

Make sure your organisation is getting privacy right. That means understanding your obligations under the Privacy Act, and considering privacy as your business, or your business systems or practices, evolve. Don't just 'tick the boxes': step up to customer and community expectations.



Assess privacy risks

Assess privacy risks early. Undertake a privacy impact assessment for projects that involve new information handling practices, such as new technologies. This can help facilitate a privacy-by-design approach, identify better privacy practices and ensure compliance with the Privacy Act.



Simplify your privacy policy

Make sure your privacy policy is written in plain language, includes a summary, and is specific to your business or organisation. Don't treat it as a legal document to manage legal risk. It should be a document that informs, and creates trust.



Have a privacy plan

Make sure you have a privacy management plan in place, to help embed a culture of privacy and establish robust privacy practices. Check out our template if you need a hand setting your privacy goals and targets.



Only collect (or keep) what you need

Minimise privacy risks by reviewing your products, services, and internal systems and processes to ensure that you're only collecting the personal information you need. Ensure that information that is no longer needed is destroyed or de-identified.



Train your staff

Clearly outline how staff are expected to handle personal information in their everyday duties. Make it real, and relevant. Integrate privacy into your induction and regular staff training programs - including for short-term staff, service providers and contractors.



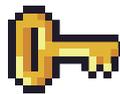
Prepare for data breaches

Have a clear and practical data breach response plan at hand so staff know what to do if there is a data breach. It should outline your strategy for containing, assessing and managing the incident from start to finish. Regularly review and test it.



Appoint privacy champions

A strong privacy culture comes from the top. Assign a senior staff member with overall responsibility for privacy, as well as appointing staff responsible for managing privacy day-to-day.



Secure personal information

Ensure secure systems are in place to protect personal information from misuse, loss and unauthorised access and disclosure. This protects both your business, and the people you deal with - as well as being a requirement of the Privacy Act.



Review your practices

Good privacy management means being proactive, and anticipating future challenges. By continually improving your privacy processes, you will ensure you are responsive to new privacy issues and that implementation will not be a burden. Be ahead - not behind!

Did you know?



The Privacy Act covers organisations with an annual turnover of more than \$3 million, and some other organisations. If your business is not covered by the Privacy Act, you can opt in as a public commitment to good privacy practice.