

# Australian Community Attitudes to Privacy Survey 2020



Australian Government  
Office of the Australian  
Information Commissioner

87%

want more control  
and choice over the  
collection and use of  
their personal  
information

97%

consider privacy  
important when  
choosing a digital service

62%

are uncomfortable with  
their location being  
tracked through their  
mobile or web browser

59%

experienced problems  
with the handling of their  
personal information in  
the past 12 months

70%

see the protection of  
personal  
information as a  
major concern in  
their life

Australians trust social media  
the least with their personal  
information

82%

of parents believe  
children must be  
empowered to use online  
services, but their data  
privacy must also  
be protected

84%

think identity theft and  
fraud, and data security  
and breaches, are the  
biggest privacy risks

85%

have a clear  
understanding of why  
they should protect  
their personal  
information

49%

say they don't  
know how to do this

84%

think it is misuse of  
personal information  
when information  
is supplied for a  
specific purpose and  
used for another

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