

Privacy attitudes and experiences in Australia



The Office of the Australian Information Commissioner surveyed 1,916 Australian adults. This is what we found.

Australians care about the protection of their personal information



90% have a clear understanding of why they should protect their personal information

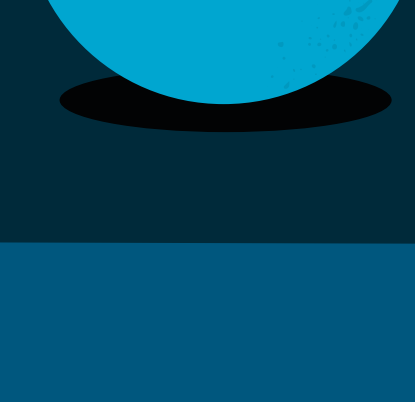


62% see the protection of their own personal information as a major concern in their life



79% of parents say the protection of their child's personal information is a major concern

82% care enough about protecting their personal information to do something about it



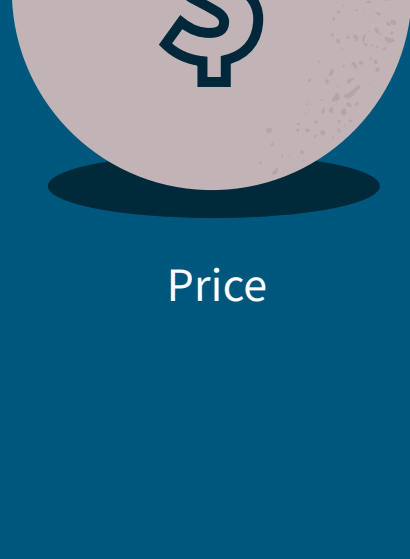
So much so that it's a big factor in purchasing decisions

After quality and price, data privacy is the third most important factor when choosing a product or service



1

Quality



2

Price



3

Data privacy



91%

of parents say the privacy of their child's personal information is of high importance when deciding to provide their child with access to digital devices and services

But Australians don't feel in control of their privacy and don't know what to do about it

32% feel in control of their data privacy

50% of Australian parents feel in control of their child's privacy

50% feel if they want to use a service, they have no choice but to accept what the service does with their data

60% of parents feel they often have no choice but to sign their child up to use a particular service

57% care about their data privacy, but don't know what to do about it

56% of parents say it's unclear how they can protect their child's information while using a service



Most have had a negative privacy experience in the past

47% were told by an organisation that their **personal information** was involved in a **data breach** in the previous year

76% said they **experienced harm** because of a data breach

52% saw an **increase in scams and spam**

29% had to **replace key identity documents** (such as a driver's licence or passport)

Australians have experienced problems other than data breaches too, for example...

25% were not able to unsubscribe from marketing communications

21% received unsolicited direct marketing

There are certain practices Australians are not comfortable with

91% are concerned about organisations sending their customers' information from Australia to overseas

87% believe the sale of personal information or trading in personal information is unfair and unreasonable

61% are uncomfortable with businesses using artificial intelligence to make decisions about them that use their personal information

89% feel online tracking, profiling and targeted advertising to children is unfair and unreasonable

79% of parents are uncomfortable with businesses tracking a child's location without permission

Australians want more to be done to protect privacy

84% want more control and choice over the collection and use of their personal information

92% would like businesses to do more to protect their personal information

89% would like government agencies to do more to protect their personal information

93% of parents say organisations should consider the best interests of children when handling their personal information