

Children told us that online privacy matters

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We asked children in Years 3 to 6 and teens in Years 7–12 to tell us how they feel about online privacy.

Over 235 children wrote answers to our questions, meaning everything you read in this short report comes from children.


Over
235
children answered

Top 6 things

children want online companies to do better



Ask for permission!

Children want to be asked more often if their personal information can be collected and used.



More explanations!

Children want to learn and understand why online companies want their personal information.



Privacy policies should be short and simple to read!

Children don't want long texts with big words. Make it fun!



Make important information and buttons easier to find!

Children want the important stuff to be clearly marked.



Help children when they have questions!

Children want a person or place to go to online to ask for help.



Make it fair!

Children know that some online companies can make money from their personal information, and this feels unfair. Children want their time online to be fair.

The Office of the Australian Information Commissioner (OAIC) is the Australian Government's privacy regulator, meaning our goal is to protect the personal information of all Australians.

Privacy means being able to control who can see or use personal information about you like your name, age, and photos of you. It is also things you share online about yourself such as your location and opinions.



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The OAIC has the important job of creating the Children's Online Privacy Code.

The Children's Online Privacy Code will be a special set of rules that tells online companies and the Government what they can and can't do with your personal information.

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Carly Kind,
the Privacy Commissioner

Being in control

Seventy percent of children told us that they do not like when information about them is shared without them knowing.

70%

“I want to feel like I am in control of my private information and that I can choose by myself if I really want to share it.”



“I think my information should only be accessed by my parents, the police, the health care units, and the government, but only if it's for a good cause. I think I should be able to decide, not anyone else.”

66%

Trust matters

Two-thirds of children said they would only want known and trusted people (family, friends, schools, doctors etc) to have access to their personal information.

Tell us when you're tracking and why

Forty-five percent of children told us that apps and websites should not be allowed to have location tracking automatically on and said that they want to be notified when and why their location is being tracked, to help them understand.

45%

“Apps should not be allowed to track where you are. Apps and websites should explain why they need this information and what they will do with it.”



I'm changing as I grow up and so is my personal information

“I think there should be a reset button on every app, like on drawing games when you want to undo your last action.”

60%

Sixty percent of children told us that they want to be in control of their personal information by understanding what personal information online companies have about them and have the option to change and delete that personal information.



“ I think young people should have more say in these important things. ”