Member Bulletin

While iappANZ aims to provide its Members with timely and relevant information about what’s happening in the Australia and New Zealand privacy environments, we are also aware that our membership is part of a unique community of practice – where access to practical strategies for accomplishing the tasks of a privacy professional are as valuable as a resource as the legal, academic and political discourse available through iappANZ and other sources.

The Member Bulletin is a monthly publication, exclusive to Members, that highlights the issues affecting today’s privacy professionals as part of their day-to-day business and points Members toward information and strategies that may assist them.

Foreword:

We are only two short weeks away from the iappANZ’s second annual privacy conference, titled ‘Privacy Proofing Your Organisation: for NOW and the Future’, and the privacy professional community is in for a truly thought provoking and relevant experience. Our inaugural event was described by many who attended as “the best conference on privacy” that they had ever attended. Despite the high bar, I am expecting that this year will be even better!

One aspect of privacy proofing any organisation that I’m sure will be touched on at the conference is the challenge we all face in ‘selling’ privacy to our internal decision makers and (fingers tightly crossed) making it a key component of strategic, tactical and operational processes. In this month’s Bulletin, we discuss some approaches a privacy professional might take.

As we move into our second year as a recognised professional association, I’d like to extend my sincere thanks to those who continue to contribute their time and energy to help the privacy profession grow.

Kevin Shaw
Vice President
iappANZ Board
The Privacy ‘Sales Pitch’ – how do you sell the obvious to your own organisation?

As privacy professionals, we all like to think that the organisations we work for must care about privacy – otherwise we’d be lacking a job, right? Not necessarily. For many organisations, the existence of an internal ‘privacy officer’ is reflective of the regulatory environment within which day-to-day business must operate; that is, from the viewpoint of some in the organisation, your job is a ‘tick’ in the compliance box.

So, taking that very depressing perspective (which surely isn’t the case everywhere) and moving forward, how do you take your role into the realm of meaningful contribution to business involving (or impacting) personal information? Of the many methods and opportunities available, I have found the following to be largely successful:

1. Think of privacy as the product... and yourself as the brand

   All of us are guilty of taking advice and making decisions in our personal lives based on our perception of a brand. For example, we might perceive that a certain brand of car or clothing is exceptional, trustworthy and reliable and so generally lean towards that brand whenever we want to purchase a new car or try out the latest fashion craze.

   The same sort of philosophy may represent your edge. While this may require some shameless self-promotion and a good deal of networking, and will certainly require true competency in your field, there is value in establishing yourself as a knowledgeable, reliable, trustworthy, business savvy professional with an eye for detail in the privacy space... then using your brand to take your privacy product (your brief, your memo, your privacy impact assessment) to the top of the organisational to-do list.

2. Establish the ‘care factor’ by making privacy personal to those around you

   Organisations are made up of people, and often the way to make an issue resonate with people in a business sense is to make it matter to them on a personal level. Consider:

   - What is the issue?
   - What result do I need?
   - Will making the issue personal to those within the organisation help me achieve the result?
   - What will make the issue personal in this instance?

   For example, if your organisation was a policing body and it was considering creating an e-learning training program in relation to an offender management initiative, you might use a scenario to illustrate the importance of using dummy data (as opposed to live data) in the training environment.

   Sample Scenario:
The Grassy Knoll Police recently established a program designed to reduce rates of sexual solicitation by giving offenders the opportunity to attend group education and counselling sessions in lieu of receiving a recorded conviction.

Civilian educators and counsellors, along with police officers from the Community Liaison Unit, were required to take training prior to the commencement of the program in which a ‘mock offender group’ would be profiled through an e-learning tool to illustrate issues that may arise during real program delivery.

The Grassy Knoll Police opted to use existing offender profiles in their system to populate the ‘mock offender group’ database being used for training purposes.

While attending the relevant e-learning, one of the civilian educators discovered (to her stunned surprise) that her younger brother was profiled in the ‘mock offender group’.

I’ve provided scenarios like the above from time to time... seems to do the trick!

**Nicole Waterson**
IappANZ Board Member

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**Personal information is not just data... it has a face**

Raising the ‘care factor’ when it comes to privacy sometimes requires making it personal – making it matter to those in your workplace by highlighting how privacy is relevant to us all as people, not just as employees.

For instance, those working in the education system may see personal information as necessary in the context of the overall objective – teaching our children and growing bright, capable young people into productive members of our society. The personal information may be necessary for such things as planning and resource allocation, establishing meaningful student records, tracking student progress, engaging students and parents in performance measurement processes, and the like.

If those working in the education system put their ‘I’m a student’ or ‘I’m a parent’ hat on, they may find that the extent of personal information captured raises questions about why it is necessary, where it is being stored and who will have access to it on a daily basis. **Making it personal:** Would you have concerns (whether real or perceived) about any organisation that knows and keeps the following information about you?

- Who you are
- Where you live
- Parental or guardianship information
- Academic history
- Behavioural history, such as allegations of bullying
- School achievements and awards
- Health alerts or actual health records, such as dental visits and immunisations
- Library book borrowing history
- Internet browsing history
- Email correspondence, whether as a contact history or in full text
- Security and safety information, such as CCTV video footage of you

The New Zealand Privacy Commissioner has canvassed the issue of personal information in the educational environment in the article "Privacy in Schools – A guide to the Privacy Act for principals, teachers and board of trustees" by Kathryn Dalziel. The article addresses the 12 New Zealand privacy principles and contains key points relevant to both those collecting the personal information and those who have a truly personal stake it what happens to such information. Some of the points include:

- Only collect the information you really need
  - You will need to collect a student’s address but may not need to collect a photograph of them during the enrolment process
- Get the information from the individual concerned
- Inform the student of why their information is being collected
  - A student should not be video or audio taped without the student’s knowledge
- Store information securely
  - Whether this be physically or logically all personal information should be protected
- Check the information for accuracy before use
  - Information should be current, relevant, complete, accurate and not misleading

You can access the article from the New Zealand Privacy website or order a copy for NZ$20 enquiries@privacy.org.nz

Nicole Waterson
iappANZ Board Member

Contributed with thanks to:
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Privacy After Hours

iappANZ continues to hold events for its members and guests around the country. There are two free after hours events taking place prior to the Conference on 14 October – one in Melbourne (8 October) and the other in Canberra (9 October). Members and guests are welcome at both. You can simply turn up or let us know you intend to come by emailing us at: admin@iappanz.org
Details are as follows:

Melbourne

Date: Thursday, 8 October 2009
Time: 5:30pm to 8:30pm
@: Chi Bar, Level 2 195 Little Bourke Street Cnr Little Bourke and Russell Street, Melbourne
Cost: Free - you pay for your own drinks
Info: 03 9895 4475

Canberra

Date: Friday, 9 October 2009
Time: 5:00pm to 8:00pm
@: Inbargo, Rydges Capital Hill, Cnr Canberra Ave and National Cct, Forrest
Cost: Free - you pay for your own drinks. Free tapas from 5:30pm to 6:30pm.
Info: 03 9895 4475

You can find out more about privacy events in your city by viewing the Events page at www.iappanz.org.

What’s new in privacy?

iappANZ Annual Conference – don’t miss this premier privacy event!

Be sure you attend this exciting

ONE DAY CONFERENCE

14 October 2009
Zinc@ Federation Square
Melbourne, Australia

Privacy Proofing Your Organisation:
for NOW and the Future

This conference is for anyone who wants to:

- Learn from the success of leading privacy professionals in private AND public sectors
- Discover new ideas and technologies to enhance privacy compliance
- Find out what leading data security experts think on issues involving identity management, verification processes, confidential document destruction and archival and more
- Understand new trends and initiatives in privacy best practice
- How beyond compliance can give you a marketing edge
- Hear from senior government officials how the privacy and FOI landscape is changing
- Network with Australia’s most senior privacy professionals

Those attending will hear from expert national and international speakers, senior government officials and regulators on the issues that matter most to you. You will take away practical ideas you can implement immediately, as well as ideas and initiatives you can explore for the future.

The conference program includes the Privacy Commissioners from Australia and New Zealand in a video link-up interactive session, senior government privacy officials and experts on IT security, privacy and protection in social networking environments, emerging issues in privacy and e-health, identity management and verification and the data management lifecycle.

Conference Program
Conference Venue
Conference Rates
Conference Accommodation
Registration

Living in Wellington and can’t make the iappANZ conference in Melbourne? No problem!

If you’re unable to make it to the conference in Melbourne on 14 October, you can join like-minded privacy professionals in New Zealand for a great networking opportunity which includes a selection of presentations via video link and a special presentation from Pricewaterhouse Coopers.

This is a great opportunity for our New Zealand-based iappANZ members, as well as interested non-members, to connect with colleagues and participate in the continued growth of the privacy profession.

Download the Seminar Brochure and Registration Form
Register online
IAPP Privacy Certification – available for the first time in Australia!!

The International Association of Privacy Professionals (IAPP), with which the iappANZ is affiliated, offers a widely recognized and sought after certification program for privacy professionals. The program tests for privacy and data protection knowledge to publicly established standards in professional education. It is internationally recognized as a reputable, independent program that professionals seek and employers demand.

The Certified Information Privacy Professional (CIPP) debuted in 2004 and has since become the industry-standard certification in corporate compliance with U.S. privacy laws and regulations as well as European requirements for transfers of personal data. Successful candidates have become IAPP members and also have completed and passed the Certification Foundation Examination and the CIPP Examination.

The iappANZ is the only Australian organisation permitted to offer the IAPP's certification program.

iappANZ has secured the services of IAPP Assistant Director, Peter Kosmala, who will be travelling from the United States to administer the inaugural iappANZ certification test on Thursday 15 October 2009 at the special rate of AUD$435.00.

This is a truly unique opportunity! Attend the conference on 14 October, and stay a day in order to take the test – thus becoming amongst the first in the ANZ region to become a Certified Information Privacy Professional.

Visit the Certification page at www.iappANZ.org to get started!!!
More information can be found on the Office of the Privacy Commissioner website:

If you have any comments or suggestions about this newsletter or any other aspect of the iappANZ please contact us. Do you have interesting articles or information you would like to share with Privacy Professionals - let us know....contact us at the iappANZ office.

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