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For supporting Privacy Awareness Week 2020!

We’ve designed this toolkit to help you and your organisation show your support for good privacy practice as part of Privacy Awareness Week (PAW) which runs from 4–10 May 2020.

Our theme for the PAW 2020 campaign is ‘Reboot your privacy’ and we’re encouraging you to start a conversation with your colleagues, customers and stakeholders about what privacy means to you and how to protect personal information.

Protecting personal information is as important as ever, as things are changing fast and we all move to new ways of operating. But some things stay the same. There are key principles we can draw on to guide us as we make sure we have the right controls in place, consider the privacy risks and come up with alternatives, including deleting personal information if it’s no longer required.

You can use the materials in the toolkit to share PAW 2020 messages through your website, social media and other external channels, as well as through internal communications. The content has been developed to share in the lead up to and during PAW and can be used throughout the year to raise awareness and show support for privacy initiatives.

While you’re here, sign up to our networks to receive the latest privacy updates from the Office of the Australian Information Commissioner (OAIC).

If you need more content or help, please contact us at corporate@oaic.gov.au.

Remember to regularly check our PAW 2020 website for up-to-date information and resources to help you plan your PAW activities: oaic.gov.au/PAW
The Office of the Australian Information Commissioner (OAIC) is an independent agency within the Attorney General’s portfolio. Our primary functions are privacy, freedom of information (FOI) and government information policy. Our responsibilities include conducting investigations, reviewing decisions, handling complaints, and providing guidance and advice.

You can find out more about the OAIC on our website: [oaic.gov.au](http://oaic.gov.au)

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**Privacy Awareness Week 2020**

Privacy Awareness Week (PAW) is an annual initiative held by the OAIC as part of a joint effort with members of the Asia Pacific Privacy Authorities forum, including state and territory privacy regulators.

The OAIC’s theme for Privacy Awareness Week 2020 is ‘Reboot your privacy’.

For individuals, being privacy aware means understanding how your personal information is handled. During Privacy Awareness Week we are encouraging you to take action to control your privacy settings, consider alternative options to protect your privacy, and delete any redundant data from accounts and devices.

Organisations and agencies are encouraged to check their privacy controls and systems, consider any privacy impacts as you operate differently and look for alternatives to mitigate them, alter their privacy policy and notices to help individuals make informed choices, and delete personal data if it’s no longer needed for record-keeping or other required purposes.

During this year’s PAW the OAIC will also release the findings of our latest *Australian Community Attitudes to Privacy Survey (ACAPS)*.
This year’s theme and our focus on online privacy is timely as the global COVID-19 pandemic drives a shift in the way we operate day-to-day. The pandemic is also highlighting the importance of sharing critical information to help manage this public health challenge.

We have released new resources on our website to help organisations covered by the Privacy Act handle personal information safely and appropriately as they respond to COVID-19. We’re recommending you only collect, use or disclose personal information, including health information, that is reasonably necessary to prevent or manage COVID-19, and take reasonable steps to keep personal information secure, including if staff are working remotely.

As part of our commitment to help keep workplaces safe and contain the coronavirus, we are focusing on delivering a digital campaign for this year’s PAW and assisting our supporters in a range of activities. We understand current measures to control COVID-19 will change the way you mark PAW to raise privacy awareness within your organisation. Please get in touch with us to share what you have planned for #PAW2020 and let us know if we can assist in the development of any additional resources.

We look forward to working with you to promote privacy awareness and reboot your privacy controls this year.

The Australian Community Attitudes to Privacy Survey (ACAPS) is carried out regularly by the OAIC to measure community attitudes, identify emerging issues and inform our regulatory approach.

Our 2020 survey is being conducted by Lonergan Research and results will be published during Privacy Awareness Week from 4 to 10 May.

We’ll share more details about the survey results as soon as they’re released.
How to download content

A poster, social media tiles, email signature and a PowerPoint presentation template have been developed for you to show your support this Privacy Awareness Week. These materials can be downloaded from the OAIC’s [PAW 2020 website](https://oaic.gov.au/paw).

Keep an eye on the OAIC’s social media pages for more shareable content in the lead up to and during PAW.

**Twitter:** [www.twitter.com/OAICgov](https://www.twitter.com/OAICgov)

**Facebook:** [www.facebook.com/OAICgov](https://www.facebook.com/OAICgov)

**LinkedIn:** [www.linkedin.com/company/office-of-the-australian-information-commissioner](https://www.linkedin.com/company/office-of-the-australian-information-commissioner)
Share on social

These posts have been compiled to serve as a guide – please feel free to adjust them to suit your audiences. Remember to tag the OAIC in your posts and use the hashtags #PAW2020 and #RebootYourPrivacy so we can engage with and share them. Download the tiles now.

<table>
<thead>
<tr>
<th>Social media tiles – lead up to PAW</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Tiles" /></td>
</tr>
<tr>
<td><strong>This Privacy Awareness Week,</strong> we’re checking our privacy controls and considering the privacy alternatives as part of our efforts to keep your personal information secure. Find out more: <a href="http://oaic.gov.au/PAW">oaic.gov.au/PAW</a> #PAW2020 #RebootYourPrivacy</td>
</tr>
<tr>
<td><img src="image2.png" alt="Tiles" /></td>
</tr>
<tr>
<td><strong>This Privacy Awareness Week,</strong> take the time to reboot your privacy settings. Login to your [company name] account and go to [insert instructions] to update your privacy settings. #PAW2020 #RebootYourPrivacy</td>
</tr>
<tr>
<td><img src="image3.png" alt="Tiles" /></td>
</tr>
<tr>
<td><strong>Did you know that 4–10 May is Privacy Awareness Week?</strong> This year we are joining @OAICgov and encouraging you to reboot your privacy. #PAW2020 #RebootYourPrivacy</td>
</tr>
<tr>
<td><img src="image4.png" alt="Tiles" /></td>
</tr>
<tr>
<td><strong>Have a privacy concern?</strong> You can find our privacy policy at [link] or get in touch with our privacy team at [insert organisation contacts]. #PAW2020 #RebootYourPrivacy</td>
</tr>
<tr>
<td><img src="image5.png" alt="Tiles" /></td>
</tr>
<tr>
<td><strong>We’re taking part in #PAW2020 this week!</strong> Visit our website to find out more about our activities: [organisation’s link] #PAW2020 #RebootYourPrivacy</td>
</tr>
<tr>
<td><img src="image6.png" alt="Tiles" /></td>
</tr>
<tr>
<td><strong>We’re proud supporters of Privacy Awareness Week 2020 –</strong> join us and @OAICgov from 4-10 May 2020 to promote the importance of privacy and keeping your personal information safe. #PAW2020 #RebootYourPrivacy</td>
</tr>
<tr>
<td><img src="image7.png" alt="Tiles" /></td>
</tr>
<tr>
<td><strong>We take your privacy seriously at [organisation name].</strong> You can read about how we collect, handle and protect your personal information in our privacy policy at [insert relevant link] #PAW2020 #RebootYourPrivacy</td>
</tr>
</tbody>
</table>
During PAW, we will also be launching a new resource of top tips to protect your privacy online which will be available at www.oaic.gov.au/rebootyourprivacy from Monday 4 May.

### Social media tiles – during PAW

- **Take control of your privacy**
  
  Are your privacy settings up to date? Your personal information is valuable, so check your account settings and choose what to share.

  Learn more: www.oaic.gov.au/rebootyourprivacy

- **What’s the alternative?**
  
  Be aware of what you share and only give out your personal information if it’s really necessary and can be kept safe.

  Discover more: www.oaic.gov.au/rebootyourprivacy

- **Delete your redundant data**
  
  Upgrading your device? Or opting out? Wipe your personal information from old phones and other devices and delete accounts you no longer use.

  See more tips: www.oaic.gov.au/rebootyourprivacy
Email signature

You can show your support by promoting your organisation’s participation as a PAW supporter and encourage your industry partners to do the same.
Feature article

Sample feature article for your website

We’re proud to be a supporter of this year’s Privacy Awareness Week (PAW).

PAW 2020 is about sharing information and practical tips that empower people to take control of their personal information. Running from 4 to 10 May, the theme ‘Reboot your privacy’ focuses on the steps we can all take to lock down our privacy settings and strengthen our passwords and other security controls.

It also encourages organisations and agencies across Australia like [insert organisation name] to check our privacy controls and systems and consider the privacy alternatives as part of our efforts to keep personal information secure.

Your privacy is valuable to us, which is why we are a PAW 2020 supporter. To help you understand how we handle personal information, we:

[insert privacy information you want your audience to know, for example a link to your privacy policy, the details of contacting your privacy officer(s) or mention security measures such as encryption]

You can get involved in PAW by discussing how to exercise more control over your personal information with the people around you. Here are some tips you can use today:

1. Protect your identity by checking your privacy controls and settings and using strong and different passwords across your accounts
2. Think before you share or check-in on social, and be careful posting your photos and location
3. Your mobile phone and apps can track your online activity and your physical location, so consider when to switch off tracking
4. Connected devices around the home like home assistants, toys, appliances and even your car can collect your personal information — check device settings and disconnect if you don’t need it to be online
5. Watch out for online scams including phishing attacks — a key cause of personal data breaches — and don’t click on links in suspicious emails or texts
Internal communications

Sample copy for use in all-staff emails or other internal communications

Dear colleagues

[Insert organisation name] is a proud supporter of Privacy Awareness Week so we are encouraging you to Ctrl+Alt+Delete and reboot your privacy for PAW 2020 from 4 to 10 May.

You can do this by controlling when you share your personal information, altering your privacy settings and deleting redundant data from old devices and accounts.

Privacy Awareness Week is an annual campaign focused on raising awareness of privacy and how to protect personal information.

This year’s theme — Reboot your privacy — focuses on the steps we can all take to lock down our privacy settings and strengthen our passwords and other security controls.

Throughout the week organisations like ours are also encouraged to review the way we handle the personal information our customers share with us and consider the privacy impact and alternatives when asking for information or developing new products and processes.

How do we protect individuals’ privacy?

[insert privacy information you want your audience to know, for example a link to your privacy policy, the details of contacting your privacy officer(s) or mention security measures such as encryption]

PAW is an initiative run by the Office of the Australian Information Commissioner (OAIC) in conjunction with the Asia Pacific Privacy Authorities forum. You can read more about this year’s Australian campaign and see more practical tips to ‘Reboot your privacy’ at oaic.gov.au/PAW

Mention PAW in your newsletters

Sample copy for inclusion in external stakeholder newsletters

Privacy Awareness Week

We are proud to announce that we’re a supporter of Privacy Awareness Week (PAW) 2020. PAW is an annual campaign led by the Office of the Australian Information Commissioner that highlights the importance of protecting personal information to individuals, business and government.

This year’s theme is ‘Reboot your privacy’ and focuses on the steps we can all take to check our privacy controls, consider the privacy alternatives and delete redundant data.

PAW runs from 4–10 May. Join the conversation with the hashtags #PAW2020 and #RebootYourPrivacy and help raise privacy awareness.

Visit the PAW 2020 website to find out more: oaic.gov.au/PAW
Additional messages

Looking for more inspiration? We've put together some more key messages to show your support.

To your colleagues

• **Protect what we collect**
  
  Breaches of personal information can cause serious harm to the people affected. This Privacy Awareness Week, check privacy controls and systems are working well and help us lock down this valuable information.

  Useful resources:

  

• **Using personal data for a new project?**
  
  Help us protect our customers' personal information and assess the privacy risks and alternatives.

  Useful resources:

  

• **Delete redundant data**
  
  We must take reasonable steps to securely destroy or de-identify personal information that's no longer needed, unless it’s required for a record-keeping or legal purpose.


To your customers

• It's time to Ctrl+Alt+Delete and reboot your privacy. You can do this by altering your privacy settings, deleting redundant data from old devices and accounts, and controlling when you share your personal information. Learn more: [www.oaic.gov.au/rebootyourprivacy](http://www.oaic.gov.au/rebootyourprivacy)

Remember to keep an eye on the PAW website in the lead up to PAW for more content to download: [oaic.gov.au/PAW](http://oaic.gov.au/PAW)

If you need any additional support, please get in touch with us at [corporate@oaic.gov.au](mailto:corporate@oaic.gov.au)