

TECHNOLOGY IS changing...

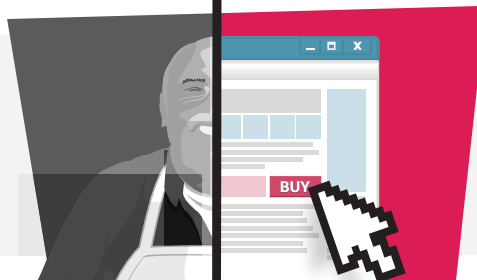
THEN NOW

We wrote letters



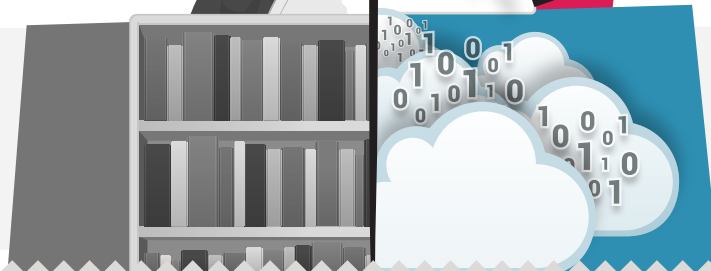
We send messages via **social media**

BUSINESS WAS DONE
IN PERSON AND IN PRINT



Business is done **online** using our personal information

We stored information
on a bookshelf



We store information **in the cloud**

...so are THE PRIVACY RISKS

166,801 Privacy complaints in **Korea** in 2011-12

68% of 2012 internet privacy complaints were about social media and smartphone applications in **Hong Kong**

30% increase in privacy investigations each year from 2007-12 in **Macau**

78% of **Australians** have refused to provide personal information online

NT **100% increase** in time spent providing privacy advice from 2007-12

QLD **86% of people** think privacy is important when using or installing mobile apps

NSW **300% increase** in privacy enquiries from 2007-12

VIC **33% of complaints** in 2011-12 were about data security

92% of **Canadians** say companies should ask permission to track them online

88% increase in public education and outreach in **British Columbia** in 2011-12

\$33.85M assessed in **US** for privacy violations in 2011-12

65% of school children in **Mexico** learn about online privacy at school

88% of **New Zealanders** say to punish businesses that misuse personal information

What are you **doing** TO PROTECT YOUR PRIVACY?

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