



**Australian
Privacy
Foundation**

<http://www.privacy.org.au>

Secretary@privacy.org.au

<http://www.privacy.org.au/About/Contacts.html>

9 April 2009

Ms Patricia Amphlett, Federal President
Mr Christopher Warren, Federal Secretary
Media Alliance
245 Chalmers St
Redfern NSW 2016

Dear Patricia, Christopher

The Australian Privacy Foundation is the country's primary advocacy body specialising in the public interest in privacy values. It is not a 'privacy supremacist' organisation, but rather seeks appropriate balances. Further information is at <http://privacy.org.au>.

The APF has published a 'Privacy and the Media' policy statement, at:
<http://www.privacy.org.au/Papers/Media-0903.html>

The statement proposes that journalists' professional judgements about when privacy intrusions are and are not justified should be made within a Framework, and subject to Guidelines. And it includes what the APF thinks is appropriate in each case.

We note below the relevant elements of the Media Alliance Code.

We would like to discuss with you the feasibility and appropriateness of an adjunct document to the Code that establishes such a Framework and Guidelines as part of the profession of journalism.

Yours sincerely

Roger Clarke, APF Chair, on behalf of the Board – chair@privacy.org.au (02) 6288 6916

http://www.alliance.org.au/resources/download/code_of_ethics/

8. Use fair, responsible and honest means to obtain material. Identify yourself and your employer before obtaining any interview for publication or broadcast. Never exploit a person's vulnerability or ignorance of media practice.

11. Respect private grief and personal privacy. Journalists have the right to resist compulsion to intrude.

Guidance Clause

Basic values often need interpretation and sometimes come into conflict. Ethical journalism requires conscientious decision-making in context. Only substantial advancement of the public interest or risk of substantial harm to people allows any standard to be overridden.

Australian Privacy Foundation

Background Information

The Australian Privacy Foundation (APF) is the primary national association dedicated to protecting the privacy rights of Australians. The Foundation aims to focus public attention on emerging issues that pose a threat to the freedom and privacy of Australians. The Foundation has led the fight to defend the right of individuals to control their personal information and to be free of excessive intrusions.

The APF's primary activity is analysis of the privacy impact of systems and proposals for new systems. It makes frequent submissions to parliamentary committees and government agencies. It publishes information on privacy laws and privacy issues. It provides continual background briefings to the media on privacy-related matters.

Where possible, the APF cooperates with and supports privacy oversight agencies, but it is entirely independent of the agencies that administer privacy legislation, and regrettably often finds it necessary to be critical of their performance.

When necessary, the APF conducts campaigns for or against specific proposals. It works with civil liberties councils, consumer organisations, professional associations and other community groups as appropriate to the circumstances. The Privacy Foundation is also an active participant in Privacy International, the world-wide privacy protection network.

The APF's Board comprises professionals who bring to their work deep experience in privacy, information technology and the law.

The following pages provide access to information about the APF:

- papers and submissions <http://www.privacy.org.au/Papers/>
- resources <http://www.privacy.org.au/Resources/>
- media <http://www.privacy.org.au/Media/>
- Board-members <http://www.privacy.org.au/About/Contacts.html>

The following pages outline several campaigns:

- the Australia Card (1985-87)
<http://www.privacy.org.au/About/Formation.html>
- the Medicare Smart Card (2004-06)
http://www.privacy.org.au/Campaigns/ID_cards/MedicareSmartcard.html
- the Human Services Card (2005-06)
http://www.privacy.org.au/Campaigns/ID_cards/HSCard.html
- the Australia Card Mark II (2005-06)
http://www.privacy.org.au/Campaigns/ID_cards/NatIDScheme.html
- the 'Access Card' (2006-07)
http://www.privacy.org.au/Campaigns/ID_cards/HSAC.html