



**Australian  
Privacy  
Foundation**

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

[Secretary@privacy.org.au](mailto:Secretary@privacy.org.au)

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

20 May, 2009

Mr Chris Chapman  
Chair  
Australian Communications and Media Authority

Dear Mr Chapman

**Re: Privacy and the Media**

The Australian Privacy Foundation (APF) is the country's leading privacy advocacy organisation. A brief backgrounder is attached.

The APF released a Position Statement on 'Privacy and the Media' in March 2009, at <http://www.privacy.org.au/Papers/Media-0903.html>. The Statement calls for guidelines to be articulated by professional bodies and industry associations, to clarify the fair balance between privacy interests and the public interest in open flows of information.

The APF is intent on getting this important issue into the public eye. One of the next steps we've taken is for the APF Chair to publish a piece in Online Opinion:

Why it's time for guidelines on 'privacy and the media'  
<http://www.onlineopinion.com.au/view.asp?article=8914>

We're aware of the ALRC Recommendations in late 2008 that "The Privacy Act should be amended to provide that media privacy standards must deal *adequately* with privacy in the context of the activities of a media organisation" (42-3), and that consultative processes should lead to "a template for media privacy standards that may be adopted by media organisations" (42-4). We also note the central role recommended for ACMA in Recommendation 42-4.

We would appreciate your organisation's thoughts on the APF's Policy Statement.

We would also appreciate your assurance that, to the extent that the Government takes up the ALRC's Recommendations, ACMA will engage with the APF (along, of course, with other relevant public interest groups) in relation to the drafting of the envisaged media privacy standards and template.

Thank you for your consideration.

Yours sincerely

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## 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](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](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](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](http://www.privacy.org.au/Campaigns/ID_cards/HSAC.html)