



**Australian Government**

**Office of the Australian Information Commissioner**

# **Big data and privacy: a regulator's perspective**

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**Australian Privacy Commissioner**

International Conference on Big Data from a Privacy Perspective  
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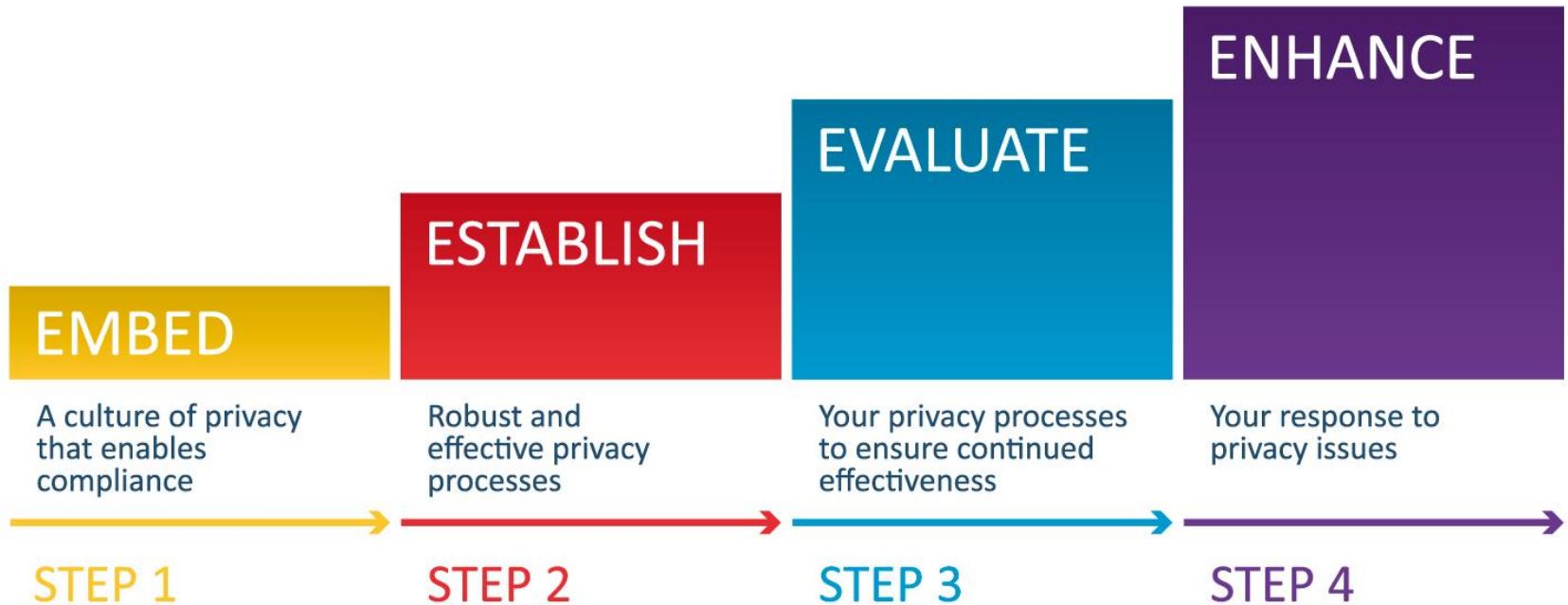
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# Big data is big business

The amount of data globally is growing by fifty percent each year, with ninety percent of the world's data generated in the last two years.

**“As we regulators tend to say, with all the opportunities of this new technology it also has the potential to significantly impinge on individual privacy. And we say this because it is true.”**

# Privacy management framework



# Run hard, apologise later

The OAIC Community Attitudes to Privacy survey found that the majority of Australians (60%) have decided not to deal with a private company due to concerns about how their personal information will be used.

**“We need to counter the attitude of ‘run hard, apologise later’ which we understand some big data marketing companies have.”**

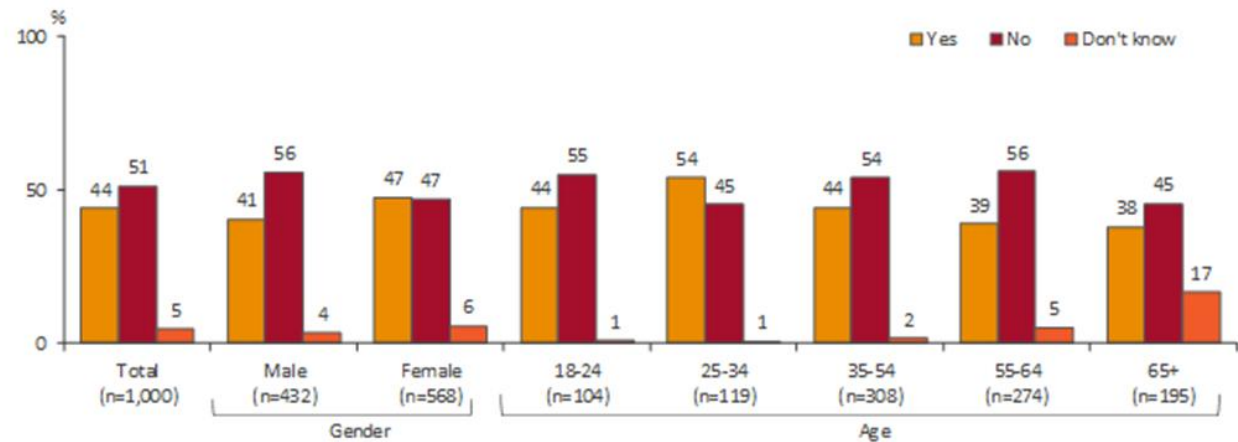
# The high cost of services?

“Apple doesn’t want you data... we don’t think you should ever have to trade [your personal information] for a service you think is free but actually comes at a very high cost. This is especially true now that we’re storing data about our health, our finances and our homes on our devices.”

Apple CEO Tim Cook

# Transparency & choice

What is transparency without choice? Getting notice and consent right for the online world is a challenge. It calls for effort. It calls for innovation. And innovation is what business is good at.



Q30 Do you normally read the privacy policy attached to any internet site?

# Governance & data breach

Robust privacy governance also minimises the risk of data breaches occurring, or enables them to be managed appropriately if they do occur.

**Malicious security incidents increased by 48% worldwide last year**



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