

### WHAT CAN YOU DO TODAY?

Privacy laws pertain only to the protection of information about individuals, and not in respect of information about corporations. Personal information is any information about an identified or identifiable individual; their name, date of birth, photograph, contact details and so on.

Your obligation in business is to take all reasonable steps to protect data, and this includes protection against potential hacking events.

Privacy protection doesn't have to be complicated; just understood. Make sure you review your policy and procedures annually to ensure that you are meeting your privacy obligations and feel confident that the processes you have in place work.

### 1. WHAT ARE YOUR OBLIGATIONS?

*As a small business (turnover less than \$3m per annum) in Australia you may not have to comply with privacy obligations, but if you are a health business (including life coaching) of any size, you will. Also consider the potential impact on your reputation if your business does not protect the privacy of customers.*

- ☐ Manage personal information in an open and transparent way.
- ☐ Give people the chance to remain anonymous where you can.
- ☐ Only collect the information that is necessary to provide your advertised product or service.
- ☐ If you collect information from somewhere other than what the person has given you directly (eg. through social media), let people know.
- ☐ Let people know what you do with the information you collect and whether you share it with others.
- ☐ Tell people if you use their information for direct marketing.
- ☐ If you store information in the Cloud and it is overseas, or you use outsource workers overseas who have access to that information, let people know.
- ☐ Don't use government allocated identifiers for storing personal information eg. Medicare number
- ☐ Take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification or disclosure.
- ☐ Give people access to their personal information.
- ☐ Take reasonable steps to ensure that personal information remains accurate, up to date and complete.
- ☐ Correct personal information if it is inaccurate.

### 2. SENSITIVE INFORMATION

*Information about a person's health conditions, race, ethnicity, sexual orientation, parental status and so on, are considered sensitive personal information and attract a higher standard of protection.*

- ☐ Only collect sensitive information if you have a legitimate reason to do so.
- ☐ Securely de-identify or destroy information you no longer need, including personal information that is not considered sensitive.
- ☐ Ensure that access to personal information is limited to the people who need access.

