# The Pitch

# What the new principles mean



The Australian Privacy Principles (APPs) represent a significant shift in the privacy landscape of Australia, presenting government and business with a unified set of principals for the handling of personal information (PI). The principles require an understanding of the people, processes, and technology handling PI.

With the advent of organisations moving towards the cloud and mobile channels for ease of use and scalability, the increased risk of information disclosure and fraudulent activity will mean that organisations will need to employ analytics to look into the use of PI within these new frontiers.

Written notification of the accidental disclosure of PI will dictate the need for an organisation to have rigorous procedures and technologies in place for breach notification. This includes understanding the scope of a breach, the information lost, persons affected, and the controls needed to prevent such a breach from reoccurring. As a recent example, advanced malware called ChewBacca breached a point of sales system in the United States recently, affecting users globally, crossing borders and leaking PI.

To truly meet the APPs, organisations will need to understand where PI is used within the organisation, the sensitivity of it, and the risks faced by the business if PI is mishandled, lost, or a breach occurs.

The changes will require organisations to detail their processes on the collection and use of PI. Documenting, auditing and analysis of the details around people, process and technology will ensure a move towards meeting the AAPs.

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