Technology is changing...

**Then**
- We wrote letters
- Business was done in person and in print
- We stored information on a bookshelf

**Now**
- We send messages via social media
- Business is done online using our personal information
- We store information in the cloud

...so are the Privacy Risks

- 166,801 Privacy complaints in Korea in 2011-12
- 68% of 2012 internet privacy complaints were about social media and smartphone applications in Hong Kong
- 30% increase in privacy investigations each year from 2007-12 in Macau
- 78% of Australians have refused to provide personal information online
- 100% increase in time spent providing privacy advice from 2007-12
- 86% of people think privacy is important when using or installing mobile apps
- 300% increase in privacy enquiries from 2007-12
- 33% of complaints in 2011-12 were about data security

- 92% of Canadians say companies should ask permission to track them online
- 88% increase in public education and outreach in British Columbia in 2011-12
- $33.85M assessed in US for privacy violations in 2011-12
- 65% of school children in Mexico learn about online privacy at school
- 88% of New Zealanders say to punish businesses that misuse personal information

What are you doing to protect your privacy?

www.privacyawarenessweek.org