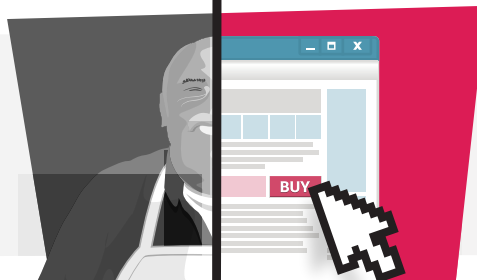# TECHNOLOGY IS changing...

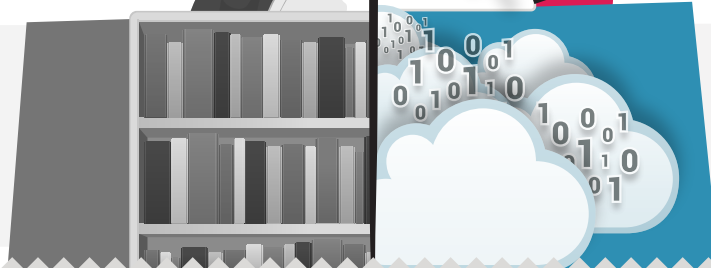## THEN | NOW

We wrote letters

We send messages via **social media**

BUSINESS WAS DONE IN PERSON AND IN PRINT

Business is done **online** using our personal information

We stored information on a bookshelf

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

NT 100% increase in time spent providing privacy advice from 2007-12

QLD 86% of people think privacy is important when using or installing mobile apps

NSW 300% increase in privacy enquiries from 2007-12

VIC 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?

APPA
Asia Pacific Privacy Authorities

WWW.PRIVACYAWARENESSWEEK.ORG