

Key findings:

Australian views on privacy and data

Business accountability

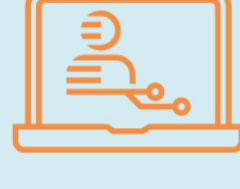
Only **7%** feel companies give them real choices to protect their privacy online



84%



agree that a company should be responsible for keeping data safe



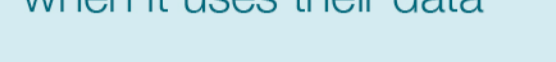
Only **15%** feel businesses are doing enough to protect their privacy



84%



agree that companies should always act in the best interest of the consumer when it uses their data



79%



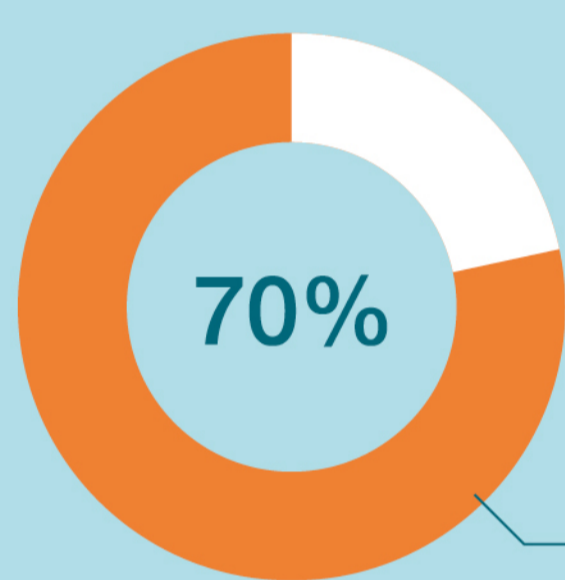
agree companies should only collect information about them that they need to provide a product or service



Targeted advertising



Less than **10%** are comfortable with the current approach to targeted advertising with tracking of online behaviour or personal characteristics without giving expressed permission



70% are not comfortable with companies monitoring their online behaviour

Sharing and selling consumer data



74%

are not comfortable with companies sharing or selling their personal information with other companies



79%

agree that a company should not sell people's data under any circumstances



64%

find it unfair that companies require you to supply more personal information than is necessary to deliver the product or service



90%

expect businesses to protect people's information from being used in ways that leaves them worse-off

Help and redress



52%

agree that it's time-consuming to find actions to protect their privacy online

50%

do not know where to seek help from if they have a problem with how a company collects, shares and uses their personal information



82%

agree that a regulator should have enough staff and resources to investigate how companies collect, share and use personal information