

## Privacy Short Response Questions

## Question 1

A new online service collects a significant amount of personal information from its users. While it has a privacy policy, it is embedded within a lengthy, complex "Terms and Conditions" document that most users do not read. Identify the Australian Privacy Principle most directly concerned with this situation and explain how the service's current practice may fail to meet its requirements. [3 marks]

[illegible]

## Question 2

During a customer support interaction, a customer accidentally includes their government identifier, such as a Medicare number, in an email to a retail company, even though this information was not requested or necessary for the service. What action should the retail company take to comply with the Australian Privacy Principles, and which APP specifically guides this action? [3 marks]

[illegible]

## Marking Guide

#	Sample Response	Response	Mark
1	Concerned with APP 1: Open and Transparent Management of Personal Information. Organisations must manage data transparently with a clearly expressed, up-to-date privacy policy. A hidden, complex policy is not accessible, undermining transparency.	Identifies APP 1	1
		Explains requirement of clear privacy policy	1
		Explains failure due to hidden, complex policy	1
2	Concerned with APP 4: Dealing with Unsolicited Personal Information. Organisation must check if it could have collected under APP 3. If not, it must destroy/de-identify the information.	Identifies APP 4	1
		Explains check against APP 3	1
		States destroy/de-identify action	1