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Asia Pacific data protection authorities team up to show why privacy matters

VICTORIA—April 28 to May 4 is Privacy Awareness Week and to mark the occasion, members of the Asia Pacific Privacy Authorities (“APPA”) are teaming up to talk about why privacy matters in today’s digital world.

“New technologies – including the internet, social media, smartphones, tablets, and the cloud – promote innovation, help us work smarter, and stay connected to our family and friends. But they also create new privacy risks,” said Elizabeth Denham, B.C. Information and Privacy Commissioner.

“Citizens don’t have to trade in their privacy to use these technologies. On Privacy Awareness Week, APPA members are reminding the public to be aware, take control of personal data and protect their privacy.”

A new infographic, created by APPA members and released during Privacy Awareness Week, shows how evolving technologies create new privacy risks, and documents how citizens and regulators are taking action to protect privacy. Available in six different languages, the infographic also shows how regulators use a unique mix of tools – including education, outreach and enforcement – to promote and protect privacy across the globe.

During Privacy Awareness Week, APPA members ask: What are you doing to protect your privacy?

Formed in 1992, APPA is a forum for privacy, security and data protection regulators to collaborate and exchange ideas. Current members are: Australia (National, Victoria, New South Wales, Queensland, Northern Territory), Canada (National, British Columbia), Hong Kong, Korea, Macau, Mexico, New Zealand and the United States.

To download the infographic, or to find out more about APPA and Privacy Awareness Week, visit www.privacyawarenessweek.org.

To mark Privacy Awareness Week, the B.C. office will be tweeting privacy tips throughout the week. Follow @BCInfoPrivacy and #2013PAW on Twitter to join the conversation.

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