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MEDIA RELEASE

Privacy law changes cause industry pain

Australian businesses face an expensive technology headache after changes to national privacy laws passed the Senate last month.

The *Privacy Amendment (Notifiable Data Breaches) Bill*, which will come into force in February next year, requires business with revenues of more than \$3 million to put plans in for possible data breaches.

Failure to comply with the notification law could lead to fines of up to \$1.8 million for organisations and \$360,000 for individuals. Those that take pre-emptive or remedial action may be exempt from the notification requirements, if that action is likely to prevent serious harm from the breach.

Accountable List Brokers managing director Laird Marshall said businesses with outdated systems and data would have to dedicate significant money and time to take steps to comply with the new laws.

“The passing of this amendment will have a direct impact on 116,000 businesses Australia wide,” said Mr Marshall, who is also president of the Southport Chamber of Commerce in Queensland.

“Organisations with a turnover higher than \$3 million, as well as some small businesses, private health service providers, and many government agencies will be required to address data breaches.

“Under the new laws businesses will be expected to have a plan in place to protect people’s personal information from misuse, loss, or interference, and to have a process for handling breach notifications if a data breach occurs.

“Updating customer data, ensuring its security, and having a plan in place for possible data breaches will be essential for organisations to comply with the notification law.”

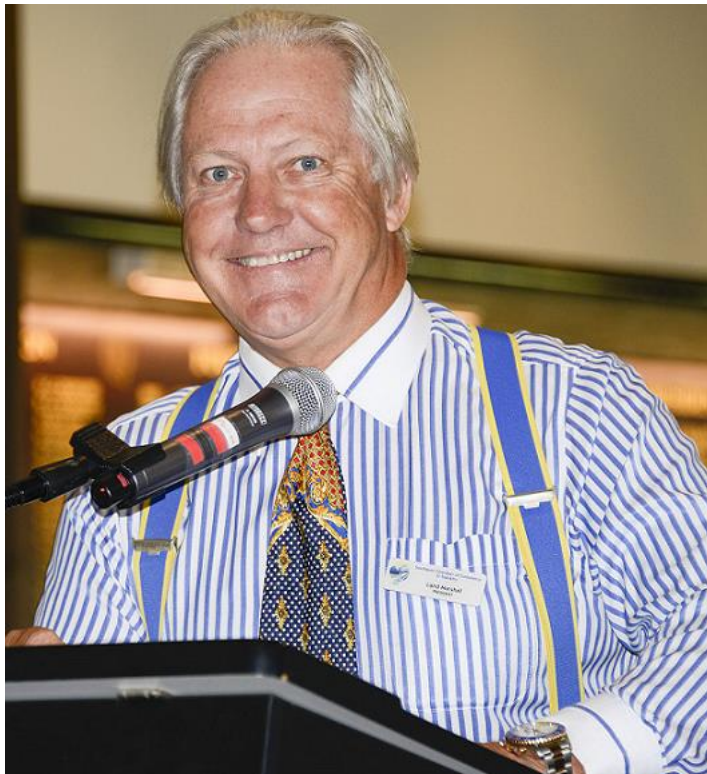
Mr Marshall said business that suspected their data had been breached would need to directly contact all individuals at risk, or communicate the breach via other media to a wider audience.

“Under the new laws, an eligible breach would occur if personal information is compromised through un-authorized access, disclosure, or loss, and could cause harm to those individuals,” he said. “With cyber-attacks and data breaches occurring more frequently, it is important that businesses are ready to act if there’s a suspected breach of customer data.

“The ability to notify customers quickly and easily about a breach could save businesses unnecessary costs. In preparation for these changes, my company has developed a unique data matching and validation program with which we can review a client’s database, at no charge, within 30 minutes.”

About

Accountable List Brokers is a list broking and a marketing management firm specialising in database and production activities for direct marketing. Accountable List Brokers works with a broad cross-section of clients in the consumer and business markets. For details, see <http://www.listbroker.com.au>



For more information about the *Privacy Amendment (Notifiable Data Breaches) Bill* and notifiable data breaches, visit:

http://www.aph.gov.au/Parliamentary_Business/Bills_Legislation/bd/bd1617a/17bd052

<https://www.oaic.gov.au/engage-with-us/consultations/notifiable-data-breaches/draft-australian-information-commissioner-s-role-in-the-ndb-scheme>

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