



**Australian
Privacy
Foundation**

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<http://www.privacy.org.au/About/Contacts.html>

20 May, 2009

Ms Karen Curtis
Privacy Commissioner

Dear Ms Curtis

Re: Privacy and the Media

As you may be aware, the APF released a Position Statement on 'Privacy and the Media' in March 2009: <http://www.privacy.org.au/Papers/Media-0903.html>.

The Statement calls for guidelines to be articulated by professional bodies and industry associations, to clarify the fair balance between privacy interests and the public interest in open flows of information.

The APF is intent on getting this important issue into the public eye. One of the next steps we've taken is for the APF Chair to publish a piece in Online Opinion:

Why it's time for guidelines on 'privacy and the media'
<http://www.onlineopinion.com.au/view.asp?article=8914>

We're aware of the ALRC Recommendations in late 2008 that "The Privacy Act should be amended to provide that media privacy standards must deal *adequately* with privacy in the context of the activities of a media organisation" (42-3), and that consultative processes should lead to "a template for media privacy standards that may be adopted by media organisations" (42-4). We also note the central role recommended for the Office of the Privacy Commissioner in Recommendation 42-4.

We would appreciate your thoughts on the APF's Policy Statement.

We would also appreciate your assurance that, to the extent that the Government takes up the ALRC's Recommendations, you will engage with the APF (along, of course, with other relevant public interest groups) in relation to the drafting of the envisaged media privacy standards and template.

Thank you for your consideration.

Yours sincerely

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