

Subject: Big Brother response  
To: roger.clarke@xamax.com.au  
From:  
Date: Tue, 19 Apr 2011 12:23:25 +1000

Dear Mr Clarke,

On behalf of the Transport Ticketing Authority (TTA), I acknowledge the authority's nomination for the Australian Big Brother Awards. Thank you for your email of 18 April clarifying the processes associated with the awards, and allowing us the opportunity for this late comment.

Firstly, let me state that myki, in the way that it utilises customers' personal information, is no different to most other public transport smartcard ticketing systems across Australia and the world. Importantly, we offer the customer a choice. In order to provide our customers with all of the benefits that smartcard ticketing can provide, we offer them the option of registering their myki account in order to protect their balance, report their myki in the event that it is lost or stolen, check their statement online, and access a wide range of customer service features

Secondly, having observed the fundamental criterion upon which the Australian Privacy Foundation has based TTA's award nomination, I must refute the point that "concession card holders in Victoria ... have no option but to provide their details ... if they wish to travel on a concession fare."

Rather, registration of a myki is optional. Just like their full fare counterparts, customers entitled to a concession fare have the choice of obtaining either a registered myki or an anonymous myki. As long as such customers carry valid concession identification, they will be able to travel with an anonymous myki, enjoy access to concession fares, and simply present their concession identification when requested by an Authorised Officer. This is no different to current Metcard arrangements. Special categories of concession holders (students, seniors and free travel recipients) are also handled under arrangements that are the same as for Metcard, and provide the option of anonymity wherever possible.

In short, the nomination has been made on inaccurate grounds.

As a government-owned entity entrusted with collecting and handling customers' personal information, the TTA is subject to high levels of scrutiny by such bodies as the Victorian Auditor-General's Office, Privacy Victoria and the Public Transport Ombudsman - all of whom have endorsed our procedures, and of course our customers themselves. The TTA takes its obligations extremely seriously and conducts its activities in accordance with the Information Privacy Act 2000 and our own Privacy Policy, which can be viewed online here:

<http://www.myki.com.au/Home/Privacy-Statement/Privacy-Statement/default.aspx>

If you would like to further discuss privacy issues as they relate to myki, I would be more than happy to speak to you personally via the contact details provided below.

Best regards,

Bernie Carolan  
Chief Executive Officer, Transport Ticketing Authority