



**CONSUMERS'
FEDERATION
OF AUSTRALIA**

Developing and promoting
the consumer interest

PO Box 16193
Collins Street West
VIC 8007

31 March 2023

Submission made via: <https://consultations.ag.gov.au/integrity/privacy-act-review-report/consultation/>

The Hon Mark Dreyfus MP
Attorney-General
Parliament House
Canberra ACT 2600

Dear Attorney-General

RE Making the Privacy Act work for Australian consumers

The Consumers Federation of Australia (CFA) urges the Federal Government to give due consideration to the issues and recommendations raised by various consumer groups as part of the consultation of the Privacy Act Review Report.

Australians deserve privacy protections that work in their interest so they can confidently engage in the digital economy. It is clear that there is a major mismatch between what consumers deserve and the little protection that is offered by businesses.

Consumer Policy Research Centre's recent research¹ revealed:

- Only 7% of Australians feel that companies give them real choices to protect their privacy online.
- 84% agree that companies should act in the best interests of a consumer when using their data.
- Less than 10% are comfortable with the current approach to targeted advertising, where their behaviour can be tracked without consent.
- 50% don't know where to seek help if they have a problem with how a company is using or sharing data.

Recent consumer research conducted by CHOICE² also revealed similar concerns:

- 70% are concerned about their data being used in automated decision making that may affect their access to products and services.

¹ CPRC, "Not a fair trade – Consumer views on how businesses use their data", (2023), <https://cprc.org.au/not-a-fair-trade>.

² See CHOICE's submission to the Privacy Act Review Report (2023).

- 56% were concerned about their data being used to personalise advertising or marketing of products and services.
- 76% are concerned about businesses selling their data to data brokers.

CFA urges the Federal Government to seriously consider the issues and recommendations raised by:

- ACCAN
- CHOICE
- Consumer Policy Research Centre
- Financial Rights Legal Centre (joint submission made with various other consumer groups).

Australians are well-overdue for privacy protections that are fair, safe and inclusive.

Yours sincerely

A handwritten signature in black ink that reads "Gerard Brody". The signature is written in a cursive, flowing style.

Gerard Brody
Chair
Consumers Federation of Australia