



Privacy Awareness Week NSW 2019

13 – 19 May 2019

Suggested Promotional Copy



Privacy in NSW — the next 20 years
Protection, Consent & Digital Government

Suggested internal promotional copy for agencies

Title: Become privacy aware during Privacy Awareness Week NSW 2019

Image: (See downloadable resources on the [PAW NSW 2019 web page](#))

The Information and Privacy Commission NSW's (IPC) 9th annual **Privacy Awareness Week NSW** campaign takes place this year from **Monday 13 to Sunday 19 May**.

Privacy Awareness Week is a global campaign that highlights the importance of privacy and raises awareness for public sector agencies about how to protect the personal information of people we serve.

Each year, the IPC hosts a NSW based campaign to raise awareness of privacy rights and obligations for NSW citizens and public sector agencies.

This year, for the <nth> time running the <insert agency name> is proud to be a PAW NSW 2019 Champion!

With this year's theme ***Privacy in NSW – the next 20 years: Protection, Consent & Digital Government***, the NSW Privacy Commissioner encourages us to focus on current and emerging privacy challenges. Twenty years ago, privacy challenges were limited to data protection on 3.5 inch floppy disks. In the next 20 years, we can only begin to predict what issues might arise with new technologies. This is why it is crucial to maintain good privacy practices and have the right privacy protections in place. This involves addressing any new challenges and technologies, whilst building trust in digital government.

As part of the campaign the IPC is hosting two key events – a public meet-and-greet with the NSW Privacy Commissioner for citizens, and a **Keynote Speaker & Panel Event** for NSW public sector privacy practitioners.

[Find out more about Privacy Awareness Week NSW](#) including free downloadable resources to help promote and champion this important event to your colleagues and friends.

Suggested external promotional copy for agencies

Title: Become more privacy aware during Privacy Awareness Week NSW 2019

Image: (See downloadable resources on the [PAW NSW 2019 web page](#))

The *<insert agency name>* is proud to support the Information and Privacy Commission NSW's (IPC) 9th annual **Privacy Awareness Week NSW** from **Monday 13 to Sunday 19 May**, as an **official PAW NSW Champion!**

Privacy Awareness Week is a global campaign that highlights the importance of privacy and raises awareness for public sector agencies about how to protect the personal information of people we serve.

Each year, the IPC hosts a NSW based campaign to raise awareness of privacy rights and obligations for NSW citizens and public sector agencies.

With this year's theme ***Privacy in NSW – the next 20 years: Protection, Consent & Digital Government***, the focus is on current and emerging privacy challenges. Twenty years ago, privacy challenges were limited to data protection on 3.5 inch floppy disks. In the next 20 years, we can only begin to predict what issues might arise with new technologies. This is why it is crucial to maintain good privacy practices and have the right privacy protections in place. This involves addressing any new challenges and technologies, whilst building trust in digital government.

As part of the campaign the IPC is hosting two key events – a public meet-and-greet with the NSW Privacy Commissioner for citizens, and a **Keynote Speaker & Panel Event** for NSW public sector privacy practitioners.

The IPC is also running its annual PAW Champions program offering each registered Champion agency PAW resources and branded collateral.

[Find out more about Privacy Awareness Week NSW 2019](#) including **how to register as a PAW Champion**, and free downloadable resources to help promote and champion this important event to your colleagues and friends.

Suggested social media posts

<insert your twitter handle or organisation name> is supporting Privacy Awareness Week NSW from 13 to 19 May...become more privacy aware..learn more at www.ipc.nsw.gov.au/privacy-awareness-week-nsw-2019 #PAW #PAWNSW

<insert your twitter handle or organisation name> is supporting Privacy Awareness Week NSW from 13 to 19 May with theme Privacy in NSW – the next 20 years: Consent, Protection & Digital Government...learn more at www.ipc.nsw.gov.au/privacy-awareness-week-nsw-2019 #PAW #PAWNSW

Join <insert your twitter handle or organisation name> in championing privacy awareness in NSW during Privacy Awareness Week NSW from 13 to 19 May...learn more at www.ipc.nsw.gov.au/privacy-awareness-week-nsw-2019 #PAW #PAWNSW

Digital collateral



PAW NSW 2019 Champion Logo

Image available for download at the [IPC PAW NSW 2019 web page](#) under **Champion Resources**.