

Suggested email for agencies

Subject

Privacy Awareness Month, May 2017 – How healthy is your privacy?

Body

Good morning/afternoon,

The month of May for 2017 is Privacy Awareness Month (PAM). This is an opportunity for us to reflect as an organisation on what our responsibilities are when handling personal information. I encourage you to take the opportunity to make yourself aware of your own responsibilities as well as reviewing our Privacy Management Plan.

The NSW theme for this year is *'How healthy is your privacy?'*. This is about ensuring the NSW community understands privacy legislation and their own responsibilities when it comes to protecting their personal and health information, as well as ensuring that we as an organisation understand the importance of privacy in everything we do.

For organisations such as ours the emphasis is on the benefits of investing in good privacy governance. The 'Privacy Governance Framework', which is available on the IPC website, is a useful tool for understanding sound privacy governance.

Being more conscious of how to manage personal and health information as an organisational asset will contribute to our agency's success and reputation. Clever thinking about the privacy of personal and health information, as well as compliance with the legislation is essential.

<optional content> PAM offers an opportunity for us to highlight our commitment to good privacy practices. To do this we are hosting <details of event here>

If you would like more information on Privacy Awareness Month visit www.ipc.nsw.gov.au/PAM-2017

Salutation