Laboratory component:

Use a search engine to find the Information Privacy Principles that are enshrined in Australian privacy legislation (the principles are also summarized below).

Working in pairs, explore the legal implications of the following proposal:

Tickets Australia Inc. manages the sale of tickets for a range of concerts and major sporting events. The management of Tickets Australia proposes to augment its services to its clients (i.e. concert promoters and sports associations) by offering a consumer profiling service.

In the future, when customers purchase tickets, sales staff will make a note in the ticket allocation system of the customer’s name, address, gender and approximate age. This information, along with details of customer’s ticket purchase, will allow Tickets Australia to prepare customer profile reports for each event for which Tickets Australia sells tickets. These reports will be made available to the event promoter who can use them in planning future events and in direct marketing programs. The details of customers will be posted to the Ticket’s Australia intranet and promoters given access via a password which can be purchased.
Information Privacy Principles
(from the Commonwealth Privacy Act, 1988)

1. Collection of information must be lawful and fair
2. Informing people why information is collected
3. Ensuring personal information collected is of good quality and not too intrusive
4. Ensuring proper security of personal information
5. Allowing people to know what personal information is collected and why
6. Allowing people to access their own records
7. Ensuring that personal information stored is of good quality, including allowing people to obtain corrections where it is not
8. Ensuring that personal information is of good quality before using it
9. Ensuring that personal information is relevant before using it
10. Limiting the use of personal information to the purposes for which it was collected
11. Preventing the disclosure of personal information outside the agency.

Now look at the privacy statements of three web-based ticket vending companies (at least one of these needs to be from Australia). How do these compare to the Ticket Australia example? In what ways are their privacy statements consistent with these information privacy principles (indeed, do they have privacy statements?)

Tutorial component:

Listen to this week’s presentations, and participate in the class discussion.

In groups of 4 or 5,

You have been appointed to a 4 or 5 person team responsible for developing and implementing the information security policy of a large organization (you can decide whether the organization is a private concern, government department or voluntary sector body).

You must consider the question of information security policy both in terms of the organisation’s own internal governance, and relations with outside agencies.

1. What issues need to be addressed in determining an appropriate policy?
   a. Which of these issues take priority, and why?
   b. How important are hardware/software issues? Why?
   c. How important are ‘human factors’? Why?

2. What issues need to be addressed in:
   a. Selling your policy to management?
   b. Selling your policy to other employees?
   c. Dealing with outside agencies (eg clients, other organizations, government authorities)?