The merger of competition and privacy regulation: Implications of the ACCC’s Digital Platforms Inquiry on privacy reform

Annelies Moens
Managing Director
Privcore Pty Ltd
BSc, LLB (Hons), MBA
CIPT, FAICD, CMgr FIML

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Privcore’s team with 40 years’ combined experience helps business and government **make privacy core business** so they can deliver services with the trust and confidence of customers and citizens.

<table>
<thead>
<tr>
<th>Privacy impact assessments</th>
<th>Data breach prevention and recovery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audit and privacy health checks</td>
<td>Privacy by design</td>
</tr>
<tr>
<td>Privacy management frameworks</td>
<td>Algorithmic impact assessments</td>
</tr>
<tr>
<td>Privacy maturity models</td>
<td>Training or presentations</td>
</tr>
<tr>
<td>Privacy or related research</td>
<td>APEC Cross Border Privacy Rules</td>
</tr>
</tbody>
</table>
Overview

- The privacy backdrop
- The merger of competition, consumer and privacy regulation
- Why did the ACCC commence the Digital Platforms Inquiry and who is impacted?
- Key privacy issues and recommendations raised in the Digital Platforms Inquiry – current state v future state
- Next steps – government response and draft amendments to the Privacy Act
- Resources and questions

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The privacy backdrop

- Technology advances
- Mass data collection and customisation
- Data breaches
- Trust decline and lack of social licence
Technology advances

- Increasing ability to capture and store massive amounts of data - cloud
- Increase in networked computing processing power
- Better algorithms
Mass data collection and customisation

Misleading collection and use of location information for unrelated purposes

Inappropriate disclosure and use of personal information for political purposes

Collection of viewers’ TV habits to sell to advertisers
Thousands of Australians affected by Uber hack cover-up

Did Marriott bloat Australia’s official data breach numbers?

BA faces £183m fine over passenger data breach

How to Protect Yourself After the Equifax Breach
Trust decline and lack of social licence
Merger of competition and privacy regulation

- Not all jurisdictions have privacy legislation
- Traditional approaches to merger and acquisition regulation insufficient
- Power and resources do not sit with the privacy regulator
- Privacy is an interdisciplinary field
Preliminary report released Dec 2018 and Final report released July 2019

Why was the ACCC directed to commence the Inquiry?

Terms of Reference
Resources

- A. Moens, Submission: Consultation on the ACCC’s Digital Platforms Inquiry Final Report, September 2019
- ACCC, Digital Platforms Inquiry - Preliminary Report, 10 December 2018
- Data 61 and OAIC, The De-identification Decision making framework, September 2017
- OAIC, De-identification and the Privacy Act, March 2018

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Remaining slides withheld from web publication - contact operations@privcore.com if this information is of interest to you.