

Deloitte Australian Privacy Index 2015

Transparency is opportunity

Consumer sentiment analysis

The top three most trusted industries as identified by consumers:



When asked to provide the three most sensitive types of personal information:



Of the responses to organisations the public trust the least with personal data:



Thought: How can organisations build trust through transparency to retain their customers?

Brand analysis



Most organisations have an internal privacy policy



Training is compulsory for all employees in all organisations which have privacy training. However, this training is done less than annually in most organisations



Over two thirds of organisations have a data breach policy

Thought: Is a compliance-only approach to privacy management sufficient? What can organisations do to manage privacy concerns amidst the current technology developments?

Media sentiment analysis

The top three performing industries in regards to media sentiment:



Thought: How can brands position themselves to obtain overall positive media sentiment?

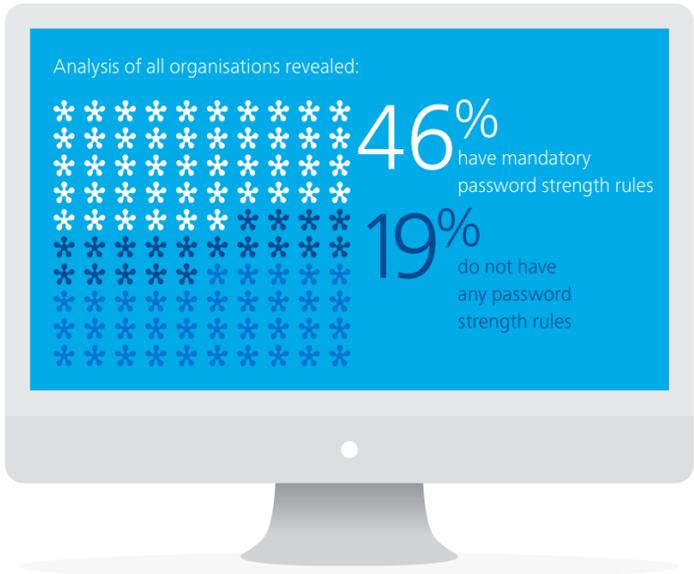
Website analysis

Few organisations have implemented two-factor authentication.

The Banking & Finance industry were the best.



BANKING & FINANCE



Thought: Do consumers understand how their information is used when doing business with us online?

To download a copy of this report please visit www2.deloitte.com/au/privacy-index

Know the worth of risk.

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