

## Appendix



Facebook is a global communications platform embraced by over 10 million Australians because we give them the power to share and connect, in the ways that they want, with the audiences that they want. Our mission is to make the world more open and connected. Over 900 million around the world use Facebook to exchange photos, spread up-to-the-minute news, participate in the democratic process, and create and mobilize communities.

As Facebook's founder and CEO has explained, Facebook was created "on the idea that people want to share and connect with people in their lives, but to do this everyone needs complete control over who they share with at all times."<sup>9</sup>

To realise this foundational goal, our platform is designed with these things in mind, for example, with permissions model, dashboards to manage the information you've shared, and mobile privacy controls, among other tools. We give Australians the power and controls to share what they want, when they want, with whom they want. When it comes to privacy, we are focused on control, simplicity and transparency.

Our commitment to privacy was recently verified as part of a recent audit conducted by the Irish Data Protection Commissioner (DPC) of Facebook Ireland, the company with whom Facebook users in Australia contract when agreeing to the terms of use on the site. Through its audit, the DPC:

"found a positive approach and commitment on the part of [Facebook Ireland Ltd] to respect the privacy rights of its users".<sup>10</sup>

Some of the tools that empower and educate Australians about how to control their privacy include a Data Use Policy that is made available at sign-up, privacy control to set restrictions on which audiences can see specific types of information, interactive tools to learn more about how their information appears to others, and finally, education and partnerships to promote awareness of the importance of privacy and privacy tools and controls. For example, we were proud to participate in the recent Privacy Awareness Week organised by the Asia Pacific Privacy Authorities (including the Australian Privacy Commissioner). During the week, we

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<sup>9</sup> Mark Zuckerberg, "Our Commitment to the Facebook Community" November 30, 2011  
<https://blog.facebook.com/blog.php?post=10150378701937131>

<sup>10</sup> *Irish Data Protection Commissioner, Report of Audit – Facebook Ireland, 21 December 2011, page 3*  
(<http://dataprotection.ie/viewdoc.asp?DocID=1182>).

posted an interview with Timothy Pilgrim, the Australian Privacy Commissioner, to the Facebook Privacy Page and daily privacy tips to the Facebook Australia Page.

Facebook has also become an engine of economic growth and job creation, delivering direct benefits to Australian businesses. For example, fashion entrepreneur – MIISKA – built a sustainable business entirely on Facebook, attracting 1,000 unique buyers in the first 6 months and enjoying 100% of revenue being driven exclusively from Facebook.<sup>11</sup>



Google's mission is to organise the world's information and make it universally accessible and useful. This means giving our users around the world access to the information they want, from the widest variety of sources, wherever they are. We believe this brings people greater choices, new freedoms, and ultimately more power.

Search is at the heart of what we do - we help people find things. From a rare magazine, to a blog for fellow young mums, to an up-to-the-minute stock quote, to a map of a new town you're visiting ... the subject matter ranges from the entertaining to the educational and potentially life-changing.

Part of broadening this access to information means breaking down barriers. We've made web search available in more than 100 languages, and have more than 1,500 local-language versions of our products. We're also attempting to bring more kinds of information to more people - offline information, videos, news, photos, and maps. This is opening a doorway to a whole new world - giving young people in remote parts of Australia access to online, street level imagery of cities around the world, for example.

Google's Sydney office is a central hub for Google in developing innovative products and partnering with local businesses and agencies. We have over 600 employees in Australia in sales, engineering, and business support, and some of Google's most exciting projects - like Google Maps - were developed in Australia.

At Google we are keenly aware that privacy is a key determinant of the trust that our users place in us, and of our responsibility to protect their privacy. We have 5 **privacy principles**<sup>1</sup> that describe how we approach privacy and user information across all of our products:

1. Use information to provide our users with valuable products and services. We strive to design products that give our users real and meaningful control -- this means transparency and choice

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<sup>11</sup> <https://www.facebook.com/miishkafanpage>; <http://www.dynamicbusiness.com.au/entrepreneur-profile/building-a-sustainable-fashion-business-one-like-at-a-time-27062012.html>

2. Develop products that reflect strong privacy standards and practices. At any time a user may want to stop using a Google product, and we do our best to make it easy for a user to leave. Through the Data Liberation project ([dataliberation.org](http://dataliberation.org)) we work hard to make sure users can export any data that they create in (or import into) a Google product. As a company, Google is committed to engineering products that do not lock our users in.
3. Make the collection of personal information transparent. The Google Privacy Centre (linked to from the Google homepage) has information and videos that explain in plain English what data Google stores and how we use it to provide our users with services like Gmail, Search and more. From the Privacy Centre or from a user's account, there is a link to the Google Dashboard ([google.com/dashboard](http://google.com/dashboard)) which lets users take a look at their privacy settings and control the data associated with their Google Account. Dashboard helps answer the question, what does Google store in my account? It lets a user view and control the data associated with their Google account in one central location. It summarises data for each product they use and provides direct links to better control personal data and settings. Dashboard puts all this in one convenient and secure place so that managing and controlling data is easier than ever.
4. Give users meaningful choices to protect their privacy. The Privacy Centre also contains information about privacy settings our users can choose when they use our products.
5. Be a responsible steward of the information we hold. We take our responsibility to protect users' information and security very seriously and we recognise that secure products are instrumental in maintaining users' trust.



The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 40 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to increase the share of advertising and marketing dollars that interactive media captures in the marketplace.

IAB Australia's board includes representatives of Fairfax Media, Google, News Digital Media, REA Group, Network Ten, SBS, Yahoo!7, APN News & Media, ninemsn, Carsales.com, Telstra, TressCox Lawyers and AIMIA. It has four objectives:

- To develop, coordinate and promote industry standards and guidelines that make interactive advertising a simpler and more attractive medium for agencies, advertisers and marketers
- To prove and promote the effectiveness of interactive advertising to advertisers, agencies, marketers, and the press

- To be the primary advocate for the interactive marketing and advertising industry
- To expand the breadth and depth of IAB membership while increasing direct value to members.

For further information about IAB Australia please visit: [www.iabaustralia.com.au](http://www.iabaustralia.com.au)



Yahoo!7 is one of the most comprehensive and engaging online destinations for Australian consumers and advertisers. Formed as a 50-50 partnership between the Seven West Media Group and Yahoo! Inc. Yahoo!7 brings together the successful Australian internet business, Yahoo! Australia & NZ, and the online assets and television and magazine content of the Seven Network, one of Australia's leading media companies. The company also combines the strengths of Yahoo! search and communications capabilities and its global internet network, with Seven's rich media and entertainment content and marketing capabilities.

Yahoo!7 offers a range of content, navigation, ecommerce, information and 'social networking' services through our products Flickr (photo sharing), Yahoo!7 Video (commercial and user generated video sharing), Yahoo!7 Answers (knowledge sharing), Spreets (online group buying) and Yahoo!7 free mail and instant messenger.

As an Internet pioneer with over 17 years experience in this domain, Yahoo! has dealt with privacy related issues in different parts of the world, acquired experiential wisdom and developed valuable expertise.

In a dynamic, fast-changing industry users can vote with their clicks and advertisers can vote with their budgets. If they don't trust us, they will find a site that they do. Our incentives are to provide a compelling and relevant experience and to keep people coming back. We therefore have a thoughtful approach to privacy based on transparency and informed choice. Our aim is to earn user trust by providing individuals the opportunity to truly understand how their information is being collected and ultimately used. For more information about Yahoo!7's privacy features please visit: <http://info.yahoo.com/privacy/au/yahoo/>

Privacy has always been a priority for Yahoo!. We innovate with privacy in mind and see advanced privacy features which are able to adapt to context and circumstance as a competitive advantage and key to fostering the innovation that is required to drive the digital economy.