

PROTECTING PERSONAL INFORMATION

- P Purpose:** Have a clear need for collecting and using personal information.
- A Accuracy:** Personal information should be correct and accurately processed. Fix any mistakes promptly.
- D Data minimisation:** Collect only what is necessary; keep only what is necessary.
- L Lifecycle:** Make smart choices about information use and flow while it is in your care. Dispose of information safely.
- O Ongoing responsibility:** Encourage pro-privacy use of technologies now and in the future.
- C Control:** Protect data at all times.
- K Knowledge:** Tell people why information is being collected, and how it is being used.

