



PRIVACY - IT'S EVERYONE'S BUSINESS BUT DO WE ACT LIKE IT?



How Australians think about privacy

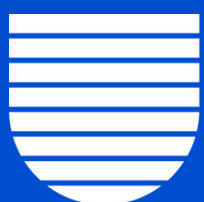
To mark Privacy Awareness Week 2025, we asked members of our **Life in Australia™** panel about how they engage with privacy in their everyday lives. This year's theme - 'Privacy: it's everyone's business. Make it yours!' - is a timely reminder that protecting personal information is a shared responsibility.

At the Social Research Centre, we regularly work with sensitive and personal data as part of our role delivering high-quality, policy-relevant research. Strong privacy practices are central to how we work and to maintaining the trust placed in us by participants, clients, and the broader community.

We take that responsibility seriously and we're constantly reviewing and strengthening our systems and processes to reflect evolving best practice.

The results from our panel show that while many Australians feel personally responsible for understanding privacy policies, far fewer fully engage with them. The gap between intention and action is particularly clear across different age groups and genders.

Explore the findings below to see how Australians really approach privacy - and why it matters.





**3 IN 4 AUSTRALIANS
BELIEVE IT'S THEIR
RESPONSIBILITY TO
UNDERSTAND
PRIVACY POLICIES.**



**80% of women &
70% of men agree**



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WHEN FACED WITH A PRIVACY POLICY...



9% read it all

52% read some

39% read none



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YOUNGER AUSTRALIANS SKIP THE FINE PRINT.

→ 50% of under-35s
skipped the last
privacy policy they
saw - compared to
just 26% of over-55s.





AWARENESS IS HIGH - BUT ACTION LAGS BEHIND.



Let's make privacy
everyone's business.
At work.
At home.
Every day.




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PRIVACY IS CENTRAL TO HOW WE WORK.



We are trusted with
personal data, and we
take that responsibility
seriously. Strong
privacy practices are
built into everything
we do.

