



Fair  
Data™

# INTRODUCING FAIR DATA

## FAIR DATA IS A CONSUMER ETHICAL TRUST MARK.

Fair Data is a certification launched in Australia on 1 November 2018 to show which companies handle their customer's personal data securely and in line with privacy law and GDPR requirements. A Fair Data company must meet the 12 Fair Data Principles.

### WHAT IS FAIR DATA?

Fair Data is a new consumer ethical mark that will empower the public and give them confidence that when they hand over their personal data, it will be handled ethically and in line with privacy law.

### FAIR DATA - WHY NOW?

Governments, business and community organisations make decisions based on research. Our industry is based on trust. We rely on people to willingly give their personal information so we can do our job. The public quite rightly expects their information will be protected.

So it's vital that companies clearly show consumers they handle personal data in an ethical and secure way. Consumers need a way to identify companies that respect their privacy and data. That's why in 2018 AMSRS is launching the Fair Data certification program.

#### FOR THE CONSUMER

A trust mark to identify an organisation that is ethical and transparent about how they handle your data.

#### FOR THE ORGANISATION

A recognisable mark to show that your organisation can be trusted to use personal data in an ethical way.

### FAIR DATA CAN HELP YOUR COMPANY:

Using the Fair Data mark shows everyone that you can be trusted to use personal data fairly. Fair Data companies adhere to and get audited against the 12 Fair Data Principles.

#### The 12 Fair Data principles align with and support the following

- AMSRS Code of Professional Behaviour
- The Australian Privacy Principles
- ISO20252/ ISO 27001/ ISO 9001
- EU Data Protection Act/ GDPR

It looks great in tenders, pitches, RFIs and on websites.

About three in five Australians have avoided a business because of privacy concerns.

Source: Community Attitudes to Privacy Survey 2017



*"There is a persistent need to demonstrate how you will protect personal information to build community confidence and trust."*

TIMOTHY PILGRIM PSM  
Former Australian Information  
Commissioner and Australian  
Privacy Commissioner  
Research News, February 2018



# FAIR DATA COMPANIES AGREE TO 12 PRINCIPLES

- 1 CONSENT:** We will ensure that all personal data is processed in line with the reasonable expectations of individuals of our use of their personal data.  
GDPR: Lawfulness, Fairness and Transparency
- 2 DATA PURPOSE:** We will only use data for specified purposes and be open with individuals about the use of their data, respecting individuals' wishes about the use of their data.  
GDPR: Purpose limitation, Transparency, Data minimisation
- 3 DATA ACCESS:** We will make sure that individuals have easy access to their personal data that we hold, and that we tell them how we use it and how they can exercise their rights over it.  
GDPR: Data minimisation, Accuracy, Data retention, Data subject rights
- 4 DATA SECURITY AND TRANSFER:** We will only collect personal data that we need and will protect it and keep it secure removing personal data as soon as it is no longer needed.  
GDPR: Integrity and confidentiality
- 5 PROTECTION / AVOIDANCE OF HARM:** We will ensure staff and all persons involved with our organisation understand that personal data is just that – personal – and ensure that it is treated ethically and with respect.  
GDPR: Integrity and confidentiality
- 6 VULNERABLE ADULTS AND CHILDREN:** We will ensure that the vulnerable and under-age are properly protected by the processes we use for data collection, use and management.  
GDPR: Lawfulness, Fairness, Transparency
- 7 SUPPLY CHAIN AND CLIENTS/SUPPLIERS:** We will manage our data supply chain to the same ethical standards we expect from other suppliers.  
GDPR: Ethical safeguards and best practice
- 8 CLIENTS/SUPPLIERS AND SUPPLY CHAIN:** We will ensure that ethical best practice in personal data is integral to our procurement process.  
GDPR: Ethical safeguards and best practice
- 9 INTEGRITY AND STAFF DEVELOPMENT:** We will ensure that all staff and persons involved with our organisation who have access to personal data are properly trained in its use.  
GDPR: Accountability
- 10 PRIVACY BY DESIGN AND DEFAULT:** We will ensure that privacy vulnerability is risk assessed and controls to protect privacy are embedded in the design and development of all our processes including our software, systems and services for the collection and use of personal data.  
GDPR: Privacy by design and default, Data subject rights
- 11 COMPLIANCE:** We will ensure that we can adequately resource and demonstrate our responsibility for compliance with data protection requirements.  
GDPR: Accountability
- 12 PROFESSIONAL REPUTATION:** We will only use personal data if we are confident that the Fair Data Principles have been applied throughout our organisation.  
GDPR: Accountability