CHECKLIST · RULES & COSTS

Does your website need a privacy policy, and what goes in it?

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- [ ] **Work out whether the Privacy Act covers you.** Run the OAIC's Privacy Checklist for Small Business, checking turnover over $3 million since 2002, health services and trading in personal information.
- [ ] **List what personal information you hold.** Note what you collect, how you store it and why you need it.
- [ ] **Cover the six required topics.** Make sure your policy states what you collect, how, why, how people access and correct it, how to complain, and whether data is likely to go overseas.
- [ ] **Name a contact for privacy requests.** Give a position title, phone number, postal address and a generic email address that won't change when staff leave.
- [ ] **Link the policy from every page.** Put a prominent "Privacy" link on each page of your site, keep it free to access, and give a copy in another form, such as a printout, if someone asks.
- [ ] **Add a "last updated" date.** Review the policy regularly, for example as part of annual planning, so it matches what the business actually does.
- [ ] **Check your automated decisions by 10 December 2026.** If software uses personal information to make, or substantially help make, decisions that could significantly affect people's rights or interests, describe the kinds of information and decisions in the policy.
- [ ] **Check your Google Analytics disclosure.** If your site uses Google Analytics, make sure your policy discloses that you use it, its cookies, and how it collects and processes data.

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