



# Creating modern collection notices

A presentation to the OVIC Privacy Network

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# Today's session

## **Good collection notices: Improve transparency, accountability and security**

- Quick overview of Service Victoria
- Recap on the rules
- Tips on how to create modern collection notices
- Example or template you can consider using
- An opportunity for questions

# Service Victoria makes it **easy** to get things done with the government

## ▼ Adding more services and more partners



**104**

services using the platform



**29**

partner agencies



**\$538m**

payments securely processed



**1.9m**

identities verified

## ▼ Serving more customers



**2.5m**

active app users



**1.2b**

transactions completed



**87m**

web visits



**59,950**

manual applications processed



**1.83m**

customer queries answered\*



**5.4m**

pieces of customer feedback



**95%**

overall customer satisfaction score



**'Easy'**

is still the most common word used in feedback

# Understanding the rules



Make sure that you are adhering to our responsibilities as a Victorian public sector organisation under the *Privacy and Data Protection Act 2014 (Vic)* and the Information Privacy Principles (IPPs).



A great place to start is OVIC's website  
<https://ovic.vic.gov.au/privacy/resources-for-organisations/collection-notice>

# Clarifying purpose

**Make it clear to your organisation and your customers why you are collecting personal information**

It is better for everyone if our customers understand why we need their information and how we'll use it.

Clearly communicating why your organisation collects personal information builds trust and ensures compliance with privacy laws and regulations.

By being transparent and aligning your stated purpose with legal requirements, individuals better understand why their data is needed and how it will be used.

Clear communication minimises uncertainty, respects privacy rights, and fosters informed consent, laying the groundwork for responsible data management practices.

# Describing collection methods

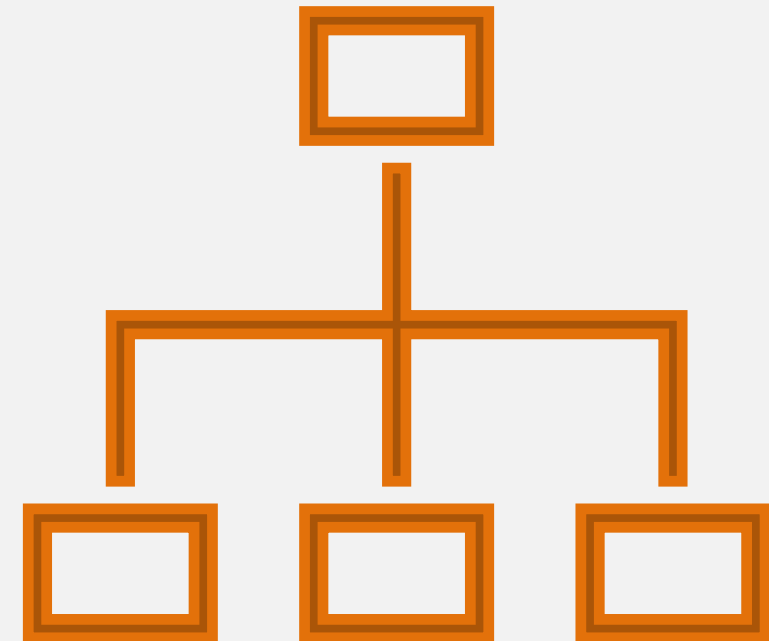
**Customers need to know how we collect personal information.**

Understanding the different methods used to collect their information, is crucial for customers so that they can be acknowledged and communicated with effectively.

Examples of collection methods include:

- Online forms
- Website cookies
- User registrations
- Surveys
- Interactions with your platforms or services.

Regardless of where you gather information, it's important to always acknowledge and communicate clearly how it is you are obtaining this information.



# Identifying who you are

## Clearly state who is collecting customer's personal information

### Who you are:

Make it clear who the entity is collecting personal information and provide Contact Details. These should always include:

- **Entity Name**
- **Address:** [physical address]
- **Phone**
- **Email**

### How to reach you:

Make it clear that you welcome your enquiries, concerns, and feedback and that people can reach out using any of the contact methods provided above.

### Your legal status:

Under Victorian regulations, there may be obligations for people to provide their personal details to you, if they want to access the service or permission your organisation provides.

Ensure that these people know who you are, why you need the information and that their information will be handled with the utmost care and in compliance with applicable laws.



# Specifying the types of information to be collected

Before you start writing the collection notice, think about what you're collecting and whether you really need the information.



## Define

Clearly define the specific types of personal information to be collected.



## Evaluate

Evaluate the necessity of each data point during the collection process.



## Conduct

Conduct a thorough review of all intended data categories to ensure relevance and importance.



## Assess

Assess each piece of personal information against its intended use to determine if it is necessary.



## Avoid

Avoid collecting any information unnecessary for your intended purposes.



## Review and update

Continuously review and update data collection practices to comply with regulatory standards and best practices.



# Explain how you'll use information you collect:

## **Be Clear:**

It is always important to clearly outline how we use the information collected.

## **Accountability:**

Being upfront about data usage ensures we maintain responsibility for handling personal information ethically lawfully and in the way we told our customers.

## **Consent:**

Clear communication about data sharing practices allows individuals to make informed decisions and provide consent accordingly.



# Helping Customers understand their personal data rights and complaint procedures

Ensure that individuals are aware of their rights regarding their personal information



Inform people about their entitlements to access, rectify and delete their personal data



Clarify the procedures for lodging complaints if they are dissatisfied



Empower individuals to actively take control of their own data and advocate for their rights

# Be clear and accessible

Ensure everyone can understand what you are doing with their Information now and in the future.

Use clear simple wording. Test the reading age.

The [Victorian Government style guide](#) offers tips and insights regarding translations and accessibility features

**Ensure the collection notice is easy to understand.**

If your customer base or program changes, revisit your collection notice to check it is still fit for purpose.

Describe the method you will notify individuals if you modify the collection notice.

# Example: Fishing licence

## How we use your info

We collect personal info the Victorian Fisheries Authority (VFA) needs to issue fishing licences and fisher cards. The Fisheries Regulations 2019 permits VFA to issue fishing licences.

You can't apply for a fishing licence or fisher card without giving this info.

We'll share this info:

- with VFA
- where permitted by law

If you have a fishing licence or fisher card and want to access your info, [contact us](#) or [VFA](#) .

To learn more about how we handle your info, see our [Privacy and Security Policy](#) or the [VFA Privacy Policy](#) .

[Get started](#)

Why the information is needed. Legal basis for its collection.

Link to contact information

Link to detailed privacy policy

## Enter personal details

Tell us more about the person going fishing (licence holder).

Given name(s)

Family name

Date of birth

DD	Month	▼	YYYY
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Email

We'll send the receipt to this email.

Confirm email

Phone

This helps us improve fish stocks and ecosystems.

Postcode

Communication preferences



I'm happy to be contacted by the Victorian Fishing Authority for future research.

Sometimes you must balance readability ('the person going fishing') and legal clarity ('license holder')

Further explanation of why email is required

Further explanation of why postcode is sought

Provide choice where possible

**Questions?**



# Thank you.

**Service Victoria** – The place to go for government services. **Easy.**

