

# BE CLEAR. THEN COLLECT.

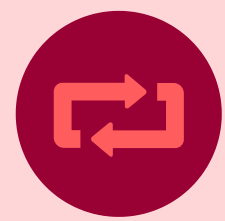
Collecting Personal  
Information the  
Correct Way



01

## Common Issue

Non-transparent or unlawful collection of personal information (PI) due to unclear communication about purpose, use, and disclosure of an individual's PI.



02

## When to Use

At or before the time personal information is collected from an individual.



03

## Required Safeguards

- Conduct a **Privacy Impact Assessment** to ascertain the privacy impacts and how to comply with statutory privacy principles.
- Provide individuals with a clear **Privacy Collection Notice (PCN)** at or before collection of PI to ensure an individual understands why their information is being collected and how it will be used, stored, and disclosed.
- Follow internal PCN **guidance and templates** when preparing notices



**DON'T FORGET TO SAVE & USE THE PCN GUIDANCE DOCUMENT!**

04

## Why This Matters

Failure to provide transparency in the collection and use of personal information may constitute a breach of privacy legislation. Clear, upfront communication enables informed collection and lawful use.



**Key Insight:**

**30% of our reported "breaches" in the last 6 months wouldn't be breaches at all if a clear, compliant collection notice had been provided upfront to set expectations for authorised use.**

**PRIVACY AWARENESS WEEK  
4-10 MAY 2026  
COLLECT. RESPECT. PROTECT.**