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Agius, Karen

From: Bond, Morag
Sent: Thursday, 22 March 2018 7:33 AM
To: Reader, Kate
Subject: FW: AAP: Facebook data likely caught in scam - FYI [SEC=UNCLASSIFIED]

Kate,
In case you missed this one Mitch Fifield sees our inquiry as able to address the Cambridge Analytica issue.

Morag

-----Original Message-----

From: Sims, Rod
Sent: Wednesday, March 21, 2018 06:43 PM AUS Eastern Standard Time
To: Jacobsen, Geesche; !DigitalPlatforms Team; Featherston, Roger; Rickard, Delia
Cc: !Media; !ExecutiveOffice; Wilson, Morgan
Subject: RE: AAP: Facebook data likely caught in scam - FYI [SEC=UNCLASSIFIED]

hanks Geesche

Sent with Good (www.good.com)

-----Original Message-----

From: Jacobsen, Geesche
Sent: Wednesday, March 21, 2018 06:17 PM AUS Eastern Standard Time
To: !DigitalPlatforms Team; Sims, Rod; Featherston, Roger; Rickard, Delia
Cc: !Media; !ExecutiveOffice; Wilson, Morgan
Subject: AAP: Facebook data likely caught in scam - FYI [SEC=UNCLASSIFIED]

^EED:Aust Facebook data likely caught in scam
_1/03/2018 - 03:41 PM
Keywords: ACCC (1)

CANBERRA, March 21 AAP - Malcolm Turnbull's cyber security chief says it's likely Australians have been caught up in the Facebook data scandal, as Bill Shorten took aim at political operatives seeking to invade privacy.

Political consulting firm Cambridge Analytica is facing claims it used data from 50 million Facebook users to develop controversial political campaigns for Donald Trump and others.

Australian Information and Privacy Commissioner Timothy Pilgrim has asked Facebook to find out if any personal information of Australians was involved.

National cybersecurity adviser Alastair MacGibbon says online giants like Facebook need to start acting in line with community expectations.

"If you do some simple maths ... I'd say it's likely that Australians are caught up in this," he told ABC radio on Wednesday.

"Increasingly the public is saying, 'Hey I have given you a lot of data. I expect you to treat it with respect'.

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"But you can't make \$13 billion a year monetising that data and then tell those same customers - that's just from advertising by the way - that you're treating their data with respect."

Mr MacGibbon refused to offer Australian political parties advice on using firms such as Cambridge Analytica.

"But everyone, of course, needs to make sure they're careful about where the information they're using comes from," he said.

Mr Shorten said it was outrageous that "ruthless conservative political operatives" could invade people's privacy to manipulate elections.

"Facebook's fantastic. Millions of Australians are on Facebook. It should be a way where individuals can communicate with their family and friends, and other individuals," the Labor leader told reporters in central Queensland on Wednesday.

"But it shouldn't be a source of inviting corporate manipulation into people's households through the sort of trap-door of your Facebook account."

Communications Minister Mitch Fifield said the allegations reported overseas were a concern, and privacy laws applied to social media in Australia.

"This is an area where we need to keep laws under constant review," he told Sky News.

"We have commissioned the ACCC to undertake an inquiry into the market of social media organisations, to look at the market influence they have, particularly in regard to media."

Meanwhile, the Gold Coast City Council plans to mine the Facebook data of Commonwealth Games visitors who use the social media network to log into free wifi, but says use of the information will be limited.

Geesche Jacobsen

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The ACCC acknowledges the traditional owners and custodians of Country throughout Australia and recognises their continuing connection to the land, sea and community. We pay our respects to them and their cultures; and to their Elders past, present and future.