



ORDINARY MEETING OF COUNCIL

MINUTE ITEM ATTACHMENTS

Tuesday 21 May 2024

ORDINARY MEETING OF COUNCIL MINUTE ITEM ATTACHMENTS

21 MAY 2024

TABLE OF CONTENTS

ITEM	SUBJECT	PAGE NO
9.0	Tabling of documents	
1	Australian Press Council Statement of general principles	2
2	Australian Press Council Standards of Practice - Guideline: Advertorials	4



Statement of Privacy Principles

The Council has published the following Statement of Privacy Principles. Along with the Statement of General Principles and the Specific Standards, the Privacy Principles are applied by the Council when providing advice or adjudicating on individual complaints.

Privacy Principle 1: Collection of personal information

In seeking personal information, journalists should not unduly intrude on the privacy of individuals and should show respect for the dignity and sensitivity of people encountered in the course of gathering news.

In accordance with Principle 7 of the Council's Statement of General Principles, media organisations should take reasonable steps to avoid publishing material which has been gathered by deceptive or unfair means, unless doing so is sufficiently in the public interest. Generally, journalists should identify themselves as such. However, journalists and photographers may at times need to operate surreptitiously to expose crime, significantly anti-social conduct, public deception or some other matter in the public interest.

Public figures necessarily sacrifice their right to privacy, where public scrutiny is in the public interest. However, public figures do not forfeit their right to privacy altogether. Intrusion into their right to privacy must be related to their public duties or activities.

Privacy Principle 2: Use and disclosure of personal information

Personal information gathered by journalists and photographers should only be used for the purpose for which it was intended. A person who supplies personal information should have a reasonable expectation that it will be used for the purpose for which it was collected.

Some personal information, such as addresses or other identifying details, may enable others to intrude on the privacy and safety of individuals who are the subject of news coverage, and their families. To the extent lawful and practicable, a media organisation should only disclose sufficient personal information to identify the persons being reported in the news, so that these risks can be reasonably avoided.

Privacy Principle 3: Quality of personal information

A media organisation should take reasonable steps to ensure that the personal information it collects is accurate, complete and up-to-date.

Privacy Principle 4: Security of personal information

A media organisation should take reasonable steps to ensure that the personal information it holds is protected from misuse, loss, or unauthorised access.

Privacy Principle 5: Anonymity of sources

All persons who provide information to media organisations are entitled to seek anonymity. The identity of confidential sources should not be revealed, and where it is lawful and practicable, a media organisation should ensure that any personal information derived from such sources that it holds does not identify the source.

Privacy Principle 6: Correction, fairness and balance

In accordance with Principle 3 of the Council's Statement of General Principles, media organisations should take reasonable steps to ensure that factual material is presented with

reasonable fairness and balance, and that writers' expressions of opinion are not based on significantly inaccurate factual material or omission of key facts. In accordance with Principle 4 of the Council's Statement of General Principles, media organisations should take reasonable steps to ensure that where material refers adversely to a person, a fair opportunity is given for subsequent publication of a reply if that is reasonably necessary to address a possible breach of General Principle 3. A media organisation should take reasonable steps to provide a correction or other adequate remedial action for publishing any personal information that is significantly inaccurate or misleading, in accordance with Principle 2 of the Council's Statement of General Principles. The media organisation should also take steps to correct any of its records containing that personal information, so as to avoid a harmful inaccuracy being repeated.

Privacy Principle 7: Sensitive personal information

In accordance with Principle 6 of the Council's Statement of General Principles, media organisations should take reasonable steps to avoid causing or contributing materially to substantial offence, distress or prejudice, or a substantial risk to health or safety, unless doing so is sufficiently in the public interest.

Members of the public caught up in newsworthy events should not be exploited. A victim or bereaved person has the right to refuse or terminate an interview or photographic session at any time.

Unless otherwise restricted by law or court order, open court hearings are matters of public record and can be reported by the press. Such reports need to be fair and balanced. They should not identify relatives or friends of people accused or convicted of crime unless the reference to them is necessary for the full, fair and accurate reporting of the crime or subsequent legal proceedings.

From the Australian Press Council

Home / Standards of Practice

Guideline: Advertorials

[< Back](#)

'Advertorial' is the term for newspaper and magazine content that looks like editorial content but is published under a commercial arrangement between an advertiser, promoter or sponsor of goods and/or services and the publisher.

Such commercial arrangements may include payment for articles to be published and undertakings that editorial content will be published in exchange for, or as part of, an agreement to place an advertisement or provide a sponsorship.

'Advertorials' should be identified by such terms as "advertisement", "advertising feature", "special feature", "sponsored feature" and the like so that readers are not led to believe that their content is based on editorial news values free of commercial influences.

Advertorials' are regarded as advertisements and will be covered by regulations and guidelines that apply to advertisements. Complaints to the Australian Press Council about 'advertorials' usually will be redirected to a relevant advertising or trade practices authority.

Where publication of material is not part of a commercial arrangement or not deemed to be 'advertorial', or is said to mislead readers as to its provenance, and is the subject of a complaint lodged with the Council, it will be dealt with under the Council's Standards of Practice.

[< Back](#)