

I am writing as co-leader of the newly established Digital Data & Society Consortium. This is a network of over 50 academic researchers in 15 Australian universities. We research the social, cultural, political, legal and ethical aspects of digital data. We seek to point the Productivity Commission to work by our members, who have highlighted the highly contextual aspects of how the public understands how personal data are generated by and on them, and what happens to these data as they enter the digital data economy and are repurposed by other actors and agencies. Finegrained, indepth studies conducted by our members, using such approaches as focus groups and one-on-one interviews, have demonstrated that Australians are struggling with fully understanding the implications of how personal data about themselves are generated and used by others. The question of the data literacy of the Australian public must be addressed in any account of how personal data should be made available, including issues of how best to inform the public about the processes of data generation, harvesting and commodification relating to their own details. While these aspects are alluded to in the draft report, little research by our members or other social researchers on digital data was referred to. Our website can be found here: <https://digitaldatasociety.wordpress.com/partners/about/>