

Update for brokers on new privacy obligations

What's changing

From 1 May 2026, updates to the Privacy Act 2020 require greater transparency when personal information is collected indirectly, for example, where a broker collects information from a customer and then provides it to an insurer.

In many cases, the insurer will rely on the broker, to tell customers that their personal information will be shared with, and collected by, insurers. This communication sets out what brokers need to do to assist insurers to comply with the updated Privacy Act.

What insurers need you to tell customers

In the case where you are providing a customer's personal information to an insurer, to ensure the insurer's compliance with the updated Privacy Act, from 1 May, you must ensure the customer is notified of the following matters. This notification must happen before or as soon as reasonably practicable after the customer's personal information is shared with the insurer.

The customer must be notified that:

- their personal information may be disclosed to and collected by the insurer
- how the insurer will use this information, for example for the purposes set out in its Privacy Statement, and providing a link to the insurer's Privacy Statement on their website
- the customer can find further details in the Privacy Statement, including an explanation of how to access or request correction of their personal information and the insurer's contact details

You can meet this requirement by using either:

- an insurer specific disclosure, for example, referring directly to a specific insurer
- a broader disclosure that refers to all insurers you deal with, and includes details for each insurer provided.

Why this matters

Providing this information helps ensure:

- customers understand how their information is used
- insurers are meeting their obligations under the Privacy Act
- there is a consistent, transparent experience across the insurance market.

You can expect to hear from insurers setting out how they will work with you to meet these new requirements going forward.

If you have further question about the upcoming changes and insurer expectations, please reach out to the insurers you work with.