



Public Statement

26th December, 2023

Statement in response to media article

Beyond Blue is aware of a media report saying that TikTok uses a piece of common tracking code to routinely collect encrypted phone numbers, encrypted email addresses and encrypted browser numbers from popular Australian websites, including Beyond Blue, without consent.

Beyond Blue takes privacy and security extremely seriously.

When this issue was brought to our attention, we decided to remove these pieces of code, called pixels, from our website while we review our privacy policy. Our investigations are continuing, and we apologise for any concern this has caused.

Like many health organisations, Beyond Blue uses pixels to help us deliver safe and relevant content to people online.

The Beyond Blue Support Service remains available at beyondblue.org.au and 1300 22 4636.

Beyond Blue Support Service: 1300 22 4636 or beyondblue.org.au/getsupport