

Privacy Impact Assessment and Report

2020 evoke^{AG}.

Eventbrite ticketing platform

1. Threshold Assessment

A threshold assessment was conducted resulting in the need to conduct a PIA being approved. The initial Threshold Assessment identified the following areas that need to be addressed by a PIA:

- Collecting personal information or a new way of collecting /storing personal information
- Disclosing personal information to another agency, a contractor, private sector or the public

To address to the collection, storage, access, use and disposal of personal information that is collected from external stakeholders during the execution of the evoke^{AG}. project.

The following personal information will be collected during the course of the evoke^{AG}. project in order to meet project objectives and create positive impact for rural industries and associated communities.

- Name
- Organisation
- DOB
- Address
- Phone number
- Email
- Dietary requirements
- Content that our delegates have a preference to see at the event

2. PIA PLAN

Aspects of evoke^{AG}. in-scope for this PIA:

- Personal information collected from delegate event registration platform (tickets purchased)

Conducting the PIA:

Pip Grant, evoke^{AG}. Project Lead, conducted the PIA in consultation with internal and external stakeholders. The PIA was conducted after a threshold assessment identified the need for the PIA inline with the evoke^{AG}. project timeline to ensure the PIA, risk management and implementation of findings could be implemented prior to personal information being collected from external stakeholders.

Stakeholder consultation:

Internal AgriFutures Australia stakeholders

- Corporate Governance
- ITC Manager
- Coordinator – evoke^{AG}.
- Legal

External stakeholders

- EMG, evoke^{AG}. event management consultants
- Eventbrite, tickets sales platform and key information collection point

PIA implementation:

The implementation of the outcomes this Privacy Risk Assessment will continue throughout the entirety of the 2020 evoke^{AG}. event and continue into any subsequent evoke^{AG}. events.

3. The project

Project: evokeAG. 2020

Roles and responsibilities:

Pip Grant – evokeAG. Project Lead

Belinda Allitt - General Manager, Communications & Capacity Building

John Harvey - Managing Director, AgriFutures Australia

Scope:

evokeAG. is the largest agritech and food innovation event in the APAC region, attracting a cross section of rural industries and technology from both Australia and overseas. evokeAG. looks to bring together thought leaders, futurists and industry in order to stimulate local agtech and food innovation, moving Australia forward globally and attracting international investment into research and innovation across rural industries and the entire food supply chain.

Project objectives:

Deliver one international agricultural technology forum to lift the prosperity of Australian agrifood industries that engages people and business to share ideas and connect.

3. Stakeholder Consultation

The PIA stakeholder consultation process was conducted in the critical planning phase of the evokeAG. project, in order to collect information and feedback, assess best-practice for delegate registration and personal information needed to be collected in order to execute the evokeAG. event successfully and minimise risk to members of the public and AgriFutures Australia.

Internal stakeholder consultation:

Legal;

- Reviewing delegate registration T&C's

Information Technology;

- This process of IT review has been extensive from Nicole to ensure all systems are compliant with the Privacy Act that AgriFutures Australia is governed by
- Nicole also reviewed how multiple registration platforms sat within our Policies and also interacted with our information management system (CRM)

Governance;

- Privacy training was implemented by AgriFutures Australia, Salinger Privacy, educate all AgriFutures Australia staff on how to collect, store and dispose of personal information that is collected during the execution of organisational programs and projects
- Louise also the organisations Privacy Officer and approved the initial Threshold Assessment and also provided on-going support in the development of this PIA

Records Management;

- Provided insight into the use of collected information, and how the organisations CRM is used to communicate with delegates after their information has been collected

Customer Facing Staff;

- Instrumental in collecting and storing information that is collected through ticketing platform

External stakeholders:

Event Management Group (EMG); third party group contracted to execute various elements of the evokeAG. event

Eventbrite; ticketing platform utilised to register evokeAG. delegates

5. Map the personal information flow

evokeAG.

PERSONAL INFORMATION FLOW

Registration is the point where members of the public purchase (register) to attend evokeAG.

REGISTRATION

name
organisation
DOB
email
phone number
address
dietary requirements

TICKETS ON SALE

AgriFutures Australia communicate to the public that tickets for evokeAG. are now on sale via website, social media, CRM communications & AgriFutures Australia newsletter.

INFORMATION STORAGE

Personal information is collected via Eventbrite and then stored on the Eventbrite website, shared via a plug-in to the AgriFutures Australia CRM.

Personal information is accessed by EMG for the purpose of events logistics and communicating dietary requirements to caterers.

ACCESS

Members of the public who shared personal information have access to update and correct information.

PRE-EVENT

Registered delegates receive event critical information regarding program updates and app availability.

POST-EVENT

Delegates receive a request for them to complete a post-event survey.

INFORMATION SHARING

A delegate list from the evokeAG. 2020 will be shared with Gold and Platinum partners and be limited to first name, last name, organisation and country.

evokeAG. 2021

evokeAG. registered delegates will be notified when early-bird tickets go on-sale and general tickets go on-sale for evokeAG. 2021.

6. Privacy Risks

- Personal information not being used for the purpose it was collected (APP6)
- Delegates not being aware that their personal information (Name, Organisation, Country) is being shared with Platinum and Gold Partners (APP6)
- Personal information collected and shared in the execution of evokeAG. being misused by third-party agencies or stored outside of the AgriFutures Australia CRM and Eventbrite platform (APP11)

7. Identify options to address the privacy risks

- Limiting amount of personal information collected when delegates register; collecting only information that is critical in delivering the event to an acceptable standard
- Restrict information use to align with the expectations of delegates at the time that they entered information into the ticketing platform; using information to inform delegates of event information, collect post-event feedback and invite delegates to the 2021 evoke^{AG} Event
- Storing information on platforms and networks with adequate security and protocols to ensure information is not accessible to those wishing to mis-use the information
- Following AgriFutures Australia ITC Policy and Confidentiality Policy to restrict access to information
- Briefing staff on how information from the Eventbrite platform is to be stored, used and destroyed
- Disposing of information after it has been used to the extent of the purpose it was collected for; removing information from CRM and networks after delegates have been invited to the 2021 evoke^{AG} event
- Ensuring third-party contractors that have access during the preparation and execution of the event are contractually obligated to comply with AgriFutures Australia Confidentiality Policy and also dispose of information at the completion of the 2020 evoke^{AG} event or their contract with AgriFutures Australia

8. Respond and review

Actions taken to insure data collected from the Eventbrite platform for 2020 evoke^{AG} is treated in line with the Privacy Principles.

Collection

- Reviewed information fields being used on registration page and refining to only event critical information being collected

Use

- To deliver event information to delegates
- To invite delegates to the 2021 evoke^{AG} event

Storage

- Give delegates access to data to update or alter
- Storing data collected on the OneDrive cloud based platform as this was ascertained to provide more security of the data collected
- AgriFutures Australia staff and third-party contractors who have access to information to comply with the AgriFutures Australia ITC and Confidentiality Policies
- Disposing of information collected once the purpose that it had been collected for has expired; including removing information from CRM and OneDrive platforms

Review

- This PIA if any new use of data is proposed
- Third-party contractors contracts
- Partnership proposals where partners request access to collected information

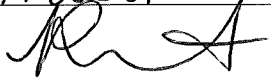
Document Information

Date PIA completed:	18/06/2019
Status:	In review
Prepared by:	Pip Grant
Position:	Project Lead, evoke ^{AG} .
Email:	Pip.grant@agrifutures.com.au


Endorsement and approval

Project manager:

I recommend the project proceeds as proposed in this document.


Name:	Pip Grant		
Position:	PROJECT LEAD - evoke ^{AG} -		
Signature		Date:	20.6.19

The following officer/s have endorsed this document:

Name:	Belinda Allett		
Position:	CM Communications & Capacity Building		
Signature		Date:	20/6/19

Project Executive/privacy officer/senior management:

I agree to the project proceeding as proposed in this document.

Name:	Louise Heaslip		
Position:	General Manager Corporate.		
Signature		Date:	20.6.19