

Privacy Impact Assessment and Report (EventsAIR)

1. Threshold Assessment

A Privacy Threshold Assessment was conducted which indicated a PIA was necessary as this project:

- Collected personal information or Involved a new way of collecting and storing personal information.
- Involves data matching with personal information activities.
- Involves the migration of some personal information from the CRM.
- Will involve user authentication.

2. PIA Plan

This project covers the implementation of EventsAIR, an event registration and management platform, that will be used across the organisation to save money on registration fees (from using other registration platforms such as Eventbrite) and to streamline event logistics across the RWA Gala Dinner and evoke^{AG} events.

Privacy planning is a key aspect of this project as the system will be collecting new information from delegates, partners and speakers.

This project is led by Pip Grant, Senior Manager, Agrifood Engagement and Events and coordinated by Holli Walsh, evoke^{AG} Coordinator. Pip is also responsible for the PIA.

The project team consists of:

- Pip Grant, Senior Manager, Agrifood Engagement and Events
- Holli Walsh, evoke^{AG} Coordinator
- Angela Wakeman, Manager, People and Capacity Building
- Abbey O'Callaghan, Coordinator, People and Capacity Building
- Petri Swart, Manager, Communication Channels
- Nicole Legovich, Senior Manager, Corporate (Information Systems and Business Improvements)
- Dallas Pearce, Manager, evoke^{AG}.
- Erin Hulm, Legal Manager.

Privacy and data storage will be considered throughout the project:

- At collection –
 - User opt-in to register for AgriFutures Australia events and have read/accepted the AgriFutures Australia Terms & Conditions (specific to each event and approved by Legal Manager) and General Collection statement
 - Internal staff will be set up in the system to manage event logistics; this will be limited to six staff

- o Relevant EventsAIR user data will flow through to Marketo via a custom integration
 - o Data will be stored in-line with the AgriFutures Australia Privacy Policy.
- Storage
 - o Data is stored through Microsoft Azure based out of Sydney, with backups in Melbourne to comply with Government data storage and privacy requirements
- Access
 - o Users will have the ability to request access to their information and for updates to be made
 - o Outside of AgriFutures Australia staff, no third parties with the exception of Sendgrid (platform used to send registration confirmation email), will have access to unencrypted data.
- Policy and procedures
 - o The AgriFutures Privacy Policy and General Collection Statements will be used and adhered to
 - o Business rules will be established to ensure staff understand best practice/uses of the platform, including the interaction points between Marketo and the CRM
 - o Staff training will also be conducted.

Internal stakeholders were consulted during the procurement process and to complete this Privacy Impact Assessment.

Privacy will be considered throughout the life cycle of the project and as any additional changes are made to the system in future, for example, if new functionality is used or features added to the platform.

3. Project Description

Project: EventsAIR

Description of project

Each year AgriFutures Australia manages multiple events which require digital registration platforms and logistics management.

We have used Eventbrite for registration for most recent events and have incurred considerable fees through this platform. The booking fee incurred through Eventbrite Service Fee for the professional event package is 5% + A\$0.99 per sold ticket.

The ticket revenue budgeted for evoke^{AG} 2022 and 2023 is approximately \$2million, meaning we will incur Service Fees of \$100,000. Eventbrite adjusted their offering due to COVID-19, previously we have been able to negotiate Service Fees to 2%, but this would mean we are still incurring \$40,000 in Service Fees in 24-months. This does not include the Service Fees paid through other events, including the RWA Gala Dinner.

After a recommendation from George P Johnson (evoke^{AG} Professional Conference Organiser) we requested a demo of the EventsAIR platform, and were very impressed with the functionality, ability to keep all event data in one location across the organisation, and the considerable savings due to no Service Fee, and just flat subscription rate for the organisations (no matter how many events we were using the platform for).

The scope of the project is limited to:

- Procurement process for registration platform
- Implementing selected registration platform
- Training staff to use the platform
- Integrating the platform with relevant organisational systems (Marketo, CRM) where appropriate
- Re-evaluating the platform after a 24-month period.

Benefits of EventsAIR include:

- Increased value for money
- Event logistics management
- Supports event applications
- Easily integrated with Marketo and CMS's (websites for the registration page)

Roles and responsibilities:

- Pip Grant, Senior Manager, Agrifood Engagement and Events – Leading project, internal consultation, procurement note, signing Agreement, Privacy Impact Assessment, assigning expenditure to relevant budget lines (working with Nicole)
- Holli Walsh, evoke^{AG} Coordinator – Procurement process, lead contact with EventsAIR, coordinating project delivery and ensuring the platform is implemented within deadlines, coordinate and complete training, setting up the evoke^{AG} 2022 event registration page (working with Pip and Dallas)
- Angela Wakeman, Manager, People and Capacity Building – reviewing RWA registration set-up and approve, complete training
- Abbey O'Callaghan, Coordinator, People and Capacity Building – working with Holli to set-up RWA registration page, complete training
- Petri Swart, Manager, Communication Channels
- Nicole Legovich, Senior Manager, Corporate (Information Systems and Business Improvements) – reviewing technical interoperability, data storage, and privacy implications of the platform
- Dallas Pearce, Manager, evoke^{AG} – setting up the Startup Network registration page, complete training
- Erin Hulm, Legal Manager – reviewing Service Agreement and requesting any updates to ensure compliance with AgriFutures Australia policies and reducing any risk to the business.

Privacy elements

Personal information will be collected from customers to enable them to register for AgriFutures Australia events and activities, and ensure we can communicate with them pre and post event; including engaging them in attending events in following years.

This will include:

- Email: (required)
- First Name: (required)
- Last Name: (required)
- Organisation:
- Job Title : (dropdown list, plus option for 'Other' with text box)
- Industry: (dropdown list, plus option for 'Other' with text box)
- State/Territory/County: (dropdown list that updates from Country selection above)
- Mobile Phone number:
- Interests: (dropdown list)

There may also be other information collected to enable a better delegate/customer experience or to deliver event elements and logistics.

4. STAKEHOLDERS

Stakeholder consultation:

Privacy and the security of the personal information collected were a core requirement of the system and thoroughly investigated as part of the assessment process.

This assessment was completed by:

- Pip Grant, Senior Manager, Agrifood Engagement and Events – initial demo, procurement RFQ, subsequent meetings with EventsAIR to assess platform functionality, value for money, and fit for purpose
- Holli Walsh, evoke^{AG} Coordinator – initial demo, procurement process including RFQ distribution, assessing fit for purpose
- Petri Swart, Manager, Communication Channels – initial demo and considering implications on other systems such as Marketo and CRM
- Nicole Legovich, Senior Manager, Corporate (Information Systems and Business Improvements) – assessing Service Agreement inclusions, implications of platform functionality on other ICT systems, storage, privacy and security
- Erin Hulm, Legal Manager – reviewing EventsAIR Service Agreement to ensure compliance and indemnifying the organisation against risk.

5. PERSONAL INFORMATION FLOW

1. New users and previous delegates will click through to the platform to register to attend/participate in an AgriFutures Australia
2. The user will complete the required information fields needed in delivering the event
3. Once the registration process is complete – which may involve the purchase of a ticket through the E-Way payment gateway – a confirmation email will be sent to the user from the platform via Sendgrid
4. User information will be pushed through to Marketo for any further delegate communications and re-engagement of delegates for future events
5. Some of these data fields will be also pulled from Marketo into the CRM
6. The data will be stored securely and hosted within Australia, in the EventsAIR Azure Data Centre in Sydney and backed up in Melbourne.
7. Data will be stored, used and disposed of in accordance with the AgriFutures Australia Privacy Policy and Collection Notice.

6. PRIVACY IMPACTS & MITIGATION

Risk	Mitigation
Data is used for purposes that users have not opted-in for	<ul style="list-style-type: none"> • Delegates will agree to Terms & Conditions that clearly state conditions of their attendance to AgriFutures Australia events

Risk	Mitigation
	<ul style="list-style-type: none"> • Delegates will agree to Terms & Conditions stating what their information is going to be used for • Delegates will be made aware of the AgriFutures Australia Data Collection Notice, which outlines how data will be used and stored • Data will be collected with clear opt-in options to receive event specific and broader AgriFutures Australia communication • Data will allocated to specific lists within Marketo to ensure there is no mis-use of data • AgriFutures staff have been trained in data use and the Privacy Policy
Data is used for an intent other than the one it was collected for	<ul style="list-style-type: none"> • Access to the data will be controlled based on the user's role. • A collection notice will be included at the point of collection notifying potential users how their data will be used. • AgriFutures staff will comply with this and will seek permission to contact users for any purpose not covered by the collection notice
Data is accessed without permission	<ul style="list-style-type: none"> • Data is store encrypted in the EventsAIR Azure Data Centre in Sydney, backed up in Melbournner • While every precaution is taken to secure the data, should a breach occur, AgriFutures Australia will follow their Data Breach Response Plan

7. RESPOND AND REVIEW

This PIA will be revisited throughout the project to ensure that any additional privacy aspects that arise are properly addressed.


Document Information

Date PIA completed:	30/04/2021
Status:	Draft completed
Prepared by:	Pip Grant
Position:	Senior Manager, Agrifood Engagement & Events
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Endorsement and approval

Project manager:

I recommend the project proceeds as proposed in this document.

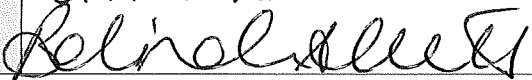
Name:	Pip Grant		
Position:	Senior Manager, Agrifood Engagement and Events		
Signature		Date:	24/05/2021

The following officer/s have endorsed this document:

Name:	Nicole Legovich		
Position:	Senior Manager, Corporate (Information Systems and Business Improvement)		
Signature		Date:	1/10/2021

Project Executive/privacy officer/senior management:

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

Name:	Belinda Ault		
Position:	CIM Communications & Capacity Building		
Signature		Date:	5/10/21