

# Privacy Impact Assessment and Report

## *(Demio Webinar Platform)*

A **Privacy Impact Assessment (PIA)** process involves the following steps:

1. Conduct a threshold assessment
2. Plan the PIA
3. Describe the project
4. Identify and consult with stakeholders
5. Map the personal information flow
6. Identify the privacy risks
7. Identify options to address the privacy risks
8. Respond and review

### 1. Threshold Assessment

*Did the privacy threshold assessment result in a PIA being deemed necessary? Comment and attach privacy threshold assessment results:*

Demio will be collecting personal information from attendees who register for the webinars, this personal information will be their name and email address and organisation.

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

To address to the collection, storage, access, use and disposal of personal information that is collected from external stakeholders who register for AgriFutures Australia webinars.

The following personal information will be collected for the webinars:

- Name
- Organisation
- Email

### 2. PIA PLAN

**In scope for this PIA:**

- Personal information collected from attendee webinar registration platform

**Conducting the PIA:**

Dallas Pearce, Manager Projects, Agrifood Engagement and Events, conducted the PIA in consultation with internal and external stakeholders. The PIA was conducted after a threshold assessment identified the need for the PIA to be conducted due to the collection of personal information from external stakeholders.

**Stakeholder consultation:**

Internal AgriFutures Australia stakeholders

- Pip Grant
- Steve Honner
- Debbie van der Rijt

- Nicole Legovich
- Gerard McTaggart
- Louise Heaslip
- Georgie Davies
- Annie Lane
- Laura Skipworth
- Georgie Townsend
- Mila Bristow

External stakeholders

- Demio webinar platform, collection point of information

### 3. PROJECT

**Project:** Provision of a new platform to host webinars for the AgriFutures Australia organisation

**Roles and responsibilities:**

Dallas Pearce, Manager Projects, Agrifood Engagement and Events team was tasked with finding a suitable webinar platform.

**Scope:**

As a result of the transition to an increased use of online communications platforms and digital content, during the COVID-19 pandemic, and subsequent increase in remote working environments, a requirement for a more reliable and updated online communications channel with increased ability to host online events/webinars was identified.

**Project objectives:**

Deliver webinar events online for internal and external stakeholders.

## 4. STAKEHOLDERS

### Internal stakeholder consultation:

The PIA stakeholder consultation process was conducted in the critical planning phase of the Demio webinar project in order to collect information, assess best-practice for attendee registration and the type of personal information to be collected in order to deliver webinar events.

### Information Technology

**Nicole Legovich, Manager, Corporate**  
**Gerard McTaggart, Systems Coordinator**

- Ensuring all systems are compliant with the Privacy Act that AgriFutures Australia is governed by

### Governance

**Louise Heaslip, General Manager Corporate**

- Privacy training was implemented by Agri Futures Australia, Salinger Privacy, to educate all Agri Futures Australia staff on how to collect, store and dispose of personal information that is collected during the execution of organisational programs and projects

**Erin Hulm, Manager, Legal, Corporate**

- Reviewed Demio Privacy Policy and Terms and Conditions and has noted all documents are standard and no issues arose from the review

### Records Management

**Georgie Davies, Manager Communications**

- 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.

### Use of platform

The following stakeholders across the business tested the Demio program to note the registration process is a smooth process, and no unexpected personal information questions were asked

**Stephen Honner, Manager, Partnerships, Agrifood Engagement and Events**

**Pip Grant, Manager, Senior Manager, Agrifood Engagement and Events**

**Debbie van der Rijt, Senior Manager, Agrifood and Engagement and Events**

**Annie Lane, Coordinator, Research**

**Laura Skipworth, Coordinator, Research**

**Georgie Townsend, Program Manager, Research**

**Mila Bristow, Senior Manager, Research**

**Nicole Legovich, Manager, Corporate**

## 5. PERSONAL INFORMATION FLOW

### Personal information flow – registration is the point where members of the public register for a webinar

1. Webinar created with registration link
2. Registration link advertised to stakeholders via email, social media or a notice on the evoke<sup>AG</sup> and AgriFutures Australia website where relevant
3. Attendees complete a registration form including:
  - Name
  - Email
  - Organisation
  - There will be a note upon registration noting the webinar will be recorded, and a check box to ask if the attendee would like to be sent the recording of the webinar.

### Information storage

- Personal information is collected via Demio and then stored within the Demio web server, which is based in the United States, and can be accessed via our account on the Demio platform. This information is stored within the platform until the account has been deleted. This includes the recorded webinar
- If an attendee has indicated they would like to be sent the recording of the webinar, in this email will be a link to subscribe to our newsletter for updates for any future webinars. Attendee's personal information will then be stored in the CRM and will be added to the AgriFutures Australia or the evokeAG newsletter depending on which newsletter link was relevant. Staff managing the marketing lists for the CRM have received privacy training, and are aware personal information is not to be used for any purpose other than what the attendees has agreed to.

### Pre-webinar event

- Attendees will receive a confirmation email once they have registered for the webinar with the webinar date and time details
- Attendees will receive a reminder to their email at a closer date to the webinar.

### Post-webinar event

- Attendees will be emailed the recording of the webinar if they have opted into to receive the recording.

### Access

- If an attendee has indicated they would like to be sent the recording of the webinar, in this email will be a link to subscribe to our newsletter for updates for any future webinars, and a notification to update us if they need to update any personal information
- Attendees will need to register for all future webinars, and this will provide them with the chance to enter any updated personal contact information.

### **Disposal of Personal Information**

There are two ways personal information can be disposed of within the platform:

- Unsubscribe buttons can be found on all email communications that are sent to attendees in the lead up to a registered webinar, this will remove their personal information from the platform
- When AgriFutures Australia staff delete personal information out of the platform, or the account has been deleted.

## **6. PRIVACY IMPACTS**

- Personal information not being used for the purpose it was collected (APP6)
- Attendees not being aware that their personal information (Name, email address, organisation) is being kept within the Demio platform for reporting purposes
- Personal information collected and shared in the execution of AgriFutures Australia being misused by third-party agencies or stored outside of the AgriFutures Australia CRM and Demio platform.

## **7. PRIVACY RISKS**

### **Options to address the privacy risks**

- Limiting amount of personal information collected when delegates register; collecting only information that is critical to delivering the webinars to an acceptable standard
- Restrict information use to align with the expectations of attendees at the time that they entered information into the webinar platform; using information to inform attendees of webinar information, for reporting purposes and to invite attendees to upcoming webinars
- Storing information on platforms and networks with adequate security and protocols to ensure information is not accessible to those wishing to misuse the information
- Following AgriFutures Australia Privacy Policy, ICT Policy and Confidentiality Policy to restrict access to information
- Briefing and training staff on how information from the Demio platform is to be stored, used and destroyed
- Disposing of information after it has been used for the purpose it was collected for.

## 8. RESPOND AND REVIEW

Actions taken to ensure data collected from the Demio platform for AgriFutures Australia webinars is treated in line with the Privacy Principles.

### Collection

- Reviewed information fields being used on registration page and refining to collect information critical to the delivery of the webinar.

### Use

- To deliver webinar information to attendees
- To invite attendee's future related webinars.

### Storage

- Give attendees access to data to update or alter. This can be done via registering for webinars where they will need to add their new information.
- AgriFutures Australia staff and third-party contractors who have access to information to comply with the AgriFutures Australia ICT, Privacy and Confidentiality Policies
- Disposing of information collected once the purpose that it had been collected for has expired; including removing information from CRM.

### Review

- This PIA if any new use of data is proposed.


## Document Information

Date PIA completed:	24/09/2020
Status:	Draft completed
Prepared by:	Dallas Pearce
Position:	Manager, Projects, Agrifood Engagement and Events
Email:	Dallas.pearce@agrifutures.com.au


## Endorsement and approval

Project manager:

I **recommend** the project proceeds as proposed in this document.


Name:	Dallas Pearce		
Position:	Manager, Projects, Agrifood Engagement and Events		
Signature		Date:	24/09/2020

The following officer/s have **endorsed** this document:

Name:	Nicole Legovich		
Position:	Senior Manager, Corporate (Information Systems and Business Improvements)		
Signature		Date:	25/09/2020

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:	29.09.2020