

## Privacy Impact Assessment and Report (Eventbrite)

### 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 the migration of some personal information from the CRM.
- Will involve user authentication.

### 2. PIA Plan

This project covers the implementation of Eventbrite, an event registration and management platform, that will be used across the organisation, and is projected to save money on registration fees (from using our current registration platform such as EventsAir) and to streamline event logistics across the business.

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 Dallas Pearce, Manager evoke<sup>AG</sup>, Global Innovation Network.

The project team consists of:

- Angela Wakeman, evoke<sup>AG</sup>, Senior Manager
- Dallas Pearce, evoke<sup>AG</sup>, Manager
- Holli Walsh, evoke<sup>AG</sup>, Coordinator
- Nicole Legovich, Senior Manager, Corporate (Information Systems and Business Improvements)
- Andrew Roden, Coordinator, Corporate (Information Systems and Business Improvements)

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 and General Collection statement.
  - Internal project team staff will be set up in the system to manage event logistics.
  - Relevant Eventbrite user data will flow through to Marketo via a custom integration.
  - Data will be stored in-line with the AgriFutures Australia Privacy Policy.
- **Storage**

- Eventbrite data is stored on in the United States on Amazon Web Services servers.
- Data is stored as long as the attendee continues to use the platform. The attendee can close their account by contacting Eventbrite directly.
- **Access**
  - Users will have the ability to request access to their information and for updates to be made
  - Information collected through registration for evoke<sup>AG</sup>. will be integrated with Entegy, an Australian owned and operated app platform that will be used for the evoke<sup>AG</sup>. event. The data will not be supplied to any further third-parties.
- **Policy and procedures**
  - The AgriFutures Privacy Policy and General Collection Statements will be used and adhered to.
  - Business rules will be established to ensure staff understand best practice/uses of the platform, including the interaction points between Marketo and the CRM.
  - 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:** Eventbrite

#### **Description of project**

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

We have previously used Eventbrite as our event registration and management platform across the business, however switched to EventsAir in 2021, but have faced numerous functionality challenges with the platform.

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 Eventbrite include:

- **User-friendly interface:** Eventbrite provides an intuitive and user-friendly interface for both organisers and attendees, making the registration process simple and efficient.
- **Ticketing and registration management:** Eventbrite allows organisers to create customisable event pages, set up ticket types and pricing, and manage attendee

registrations easily. It provides features like ticket scanning, attendee tracking, and attendee communication tools.

- **Promotional tools:** Eventbrite offers built-in promotional tools such as email marketing, social media integration, and discount codes, helping organisers to reach a wider audience and drive ticket sales.
- **Analytics and reporting:** Eventbrite provides organisers with detailed analytics and reporting on ticket sales, attendee demographics, and event performance, helping them track their event's success and make data-driven decisions.
- **Integration options:** Eventbrite integrates with various third-party platforms and tools, including Marketo and the CRM enabling seamless data flow and automation.
- **Customer support:** Eventbrite offers customer support to organisers and attendees, assisting with any issues or questions that may arise during the event registration process.

### **Roles and responsibilities:**

- Dallas Pearce, Manager evoke<sup>AG</sup>. – Leading project and registration build, internal consultation, procurement note, signing Agreement, Privacy Impact Assessment, assigning expenditure to relevant budget lines
- Angela Wakeman, Senior Manager evoke<sup>AG</sup>. – Overseeing registration project, signing Agreement and internal consultation.
- Holli Walsh, evoke<sup>AG</sup>. Coordinator – Co-managing registration alongside for evoke<sup>AG</sup>. registration
- Emily Jones, evoke<sup>AG</sup>. Coordinator – Co-managing registration alongside for evoke<sup>AG</sup>. and managing registration for RWA.
- Sheridan Ingold, Manager, People and Capacity Building – reviewing RWA registration set-up and approve.
- Nicole Legovich, Senior Manager, Corporate (Information Systems and Business Improvements) – reviewing technical interoperability, data storage, and privacy implications of the platform.
- Andrew Roden, Coordinator, Corporate (Information Systems and Business Improvements) - reviewing technical interoperability, data storage, and privacy implications of the platform.

### **Privacy elements**

Personal information will be collected from delegates 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)
- Payment information, including credit card details will be captured by the Eventbrite payment gateway

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. The assessment also included consultation with PCG Cyber who supply AgriFutures with security advisory services.

This assessment was completed by:

- 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.
- Andrew Roden, Coordinator, Corporate (Information Systems and Business Improvements) - assessing Service Agreement inclusions, implications of platform
- PCG Cyber.

PCG Cyber advised the risk of using a reputable ticketing platform such as Eventbrite is very low. Eventbrite has PCI-DSS 3.2.1 Level 1 compliance as both a Merchant and a Service Provider. It is also ISO 27001 certified and currently has systems in place to monitor, detect, and react to any potential data breaches via 24x7 monitoring of security systems and alerts.

Data is stored as long as the attendee continues to use the platform. The attendee can close their account by contacting Eventbrite directly.

#### 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 event.
2. The user will complete the required information fields needed to deliver the event.
3. Once the registration process is complete – which may involve the purchase of a ticket through the Eventbrite payment gateway – a confirmation email will be sent to the user from the platform.
4. User information (excluding payment data) will be pushed to Marketo for any further delegate communications and re-engagement of delegates for future events.
5. Some of these data fields will be also sync from Marketo to the CRM.
6. Data is stored as long as the attendee continues to use the platform. The attendee can close their account by contacting Eventbrite directly. Eventbrite has PCI-DSS 3.2.1 Level 1 compliance as both a Merchant and a Service Provider. It is also ISO 27001 certified and currently has systems in place to monitor, detect, and react to any potential data breaches via 24x7 monitoring of security systems and alerts.
7. Users will be able to unsubscribe from AgriFutures communications at any time and can request their data be removed from Marketo and the CRM.
8. 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"><li>• Delegates will agree to Terms &amp; Conditions that clearly state conditions of their attendance to AgriFutures Australia events.</li></ul>

Risk	Mitigation
	<ul style="list-style-type: none"> <li>Delegates will agree to Terms &amp; Conditions stating what their information is going to be used for.</li> <li>Delegates will be made aware of the AgriFutures Australia Data Collection Notice, which outlines how data will be used and stored.</li> <li>Data will be collected with clear opt-in options to receive event specific and broader AgriFutures Australia communication.</li> <li>Data will be allocated to specific lists within Marketo to ensure there is no mis-use of data.</li> <li>AgriFutures staff have been trained in data use and the Privacy Policy.</li> </ul>
Data is used for an intent other than the one it was collected for	<ul style="list-style-type: none"> <li>Access to the data will be controlled based on the user's role.</li> <li>A collection notice will be included at the point of collection notifying potential users how their data will be used.</li> <li>AgriFutures staff will comply with this and will seek permission to contact users for any purpose not covered by the collection notice.</li> </ul>
Data is accessed without permission	<ul style="list-style-type: none"> <li>Eventbrite has PCI-DSS 3.2.1 Level 1 compliance as both a Merchant and a Service Provider. It is also ISO 27001 certified and currently has systems in place to monitor, detect, and react to any potential data breaches via 24x7 monitoring of security systems and alerts.</li> <li>While every precaution is taken to secure the data, should a breach occur, AgriFutures Australia will follow their Data Breach Response Plan.</li> </ul>

## 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:	08/06/2023
Status:	Draft completed
Prepared by:	Dallas Pearce
Position:	Manager, evoke <sup>AG</sup> .
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### Endorsement and approval

Project manager:

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


Name:	Dallas Pearce		
Position:	Manager, evoke <sup>AG</sup> .		
Signature		Date:	08/06/2023

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

Name:	Ange Wakeman		
Position:	Senior Manager, evoke <sup>AG</sup> .		
Signature		Date:	09/06/2023

**Project Executive/privacy officer/senior management:**

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

Name:	Jessica Grant		
Position:	Manager, Governance and Compliance (Privacy Officer)		
Signature		Date:	16.06.2023