Privacy Impact Assessment and Report
(evoke^AG. Event app - Pappyon)

1. Threshold Assessment

A Privacy Threshold Assessment was conducted which indicated that a Privacy Impact Assessment was necessary for this project:
- Collect personal information or a new way of collecting/storing personal information; and
- Disclosing personal information to another agency (Event app organiser, Pappyon).

2. PIA Plan

This project covers the implementation of Pappyon, an app developer, that will be used at evoke^AG. to enhance the delegate experience at evoke^AG.

The evoke^AG. event app serves as a crucial tool to enhance the event experience on site. It delivers seamless event navigation, personalised schedules, real-time updates and networking opportunities to attendees.

Privacy planning is a key aspect of this project as the app will integrate into the evoke^AG. registration platform, Eventbrite, to input the personal data for delegates into the app to ensure a personalised experience and allow opportunities to opt into networking opportunities at evoke^AG. including arranging meetings and messaging other delegates. It will also integrate into the evoke^AG. website to pull through speaker and partner profiles and the program schedule.

This project is led by Holli Walsh, Coordinator, evoke^AG. In the Global Innovation Networks team.

The project team consists of:
- Angela Wakeman, evoke^AG. Senior Manager
- Dallas Pearce, evoke^AG. Manager
- Holli Walsh, evoke^AG. Coordinator
- Emily Jones, evoke^AG. 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:
- Users opt-in to the use of the app by downloading and again opt-in to the use of the networking capabilities that the app offers, with the option in settings to change their information if required.
- Eventbrite user data will flow through into the app via integration with Pappyon including name, contact information, marketing questions such as their delegate type (producer, startup, investor etc.) to assist the match making and connection build.
- Website user data will flow through into the app via integration with WordPress to input speaker profiles, partner profiles, program information and timings.
- Data will be stored in-line with the AgriFutures Australia Privacy Policy.

Storage:
- Pappyon data is stored and geospatially optimised within Australia leveraging Google's Firebase Firestore as the backend infrastructure and set to Australia-Southeast1, affirming compliance with the data residency requirement. This ensures that all user data transmitted, stored and processed within Pappyon remains exclusively within the Australian jurisdiction, safeguarding the sensitive information of our users.

Access:
- Users will have the ability to update their contact information on the app information collected.
- Data used in the app is provided to Australian based company where data is housed in Australia (for email and SMS communications). No other third parties are provided data.

Policy and procedure
- The AgriFutures Australia Privacy Policy and General Collection Statements will be used and adhered to.
- Business rules will be established to ensure project team understand best practice/uses of the app development and use, including interaction points between Eventbrite and website.

Internal stakeholders were consulted during the procurement process to complete this Privacy Impact Assessment. These included Dallas Pearce (Manager evoke^{AG.}), Angela Wakeman (Senior Manager evoke^{AG,}), Nicole Legovich (Senior Manager IT), Emily Jones (Coordinator evoke^{AG.}).

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

3. Project description

Each year AgriFutures Australia provides the use of an app at evoke^{AG.} to enhance the event experience. We have previously used Entegy (2019 and 2020) and the EventsAIR app services (2023) for evoke^{AG.} however, the app functionality through both services were limited and feedback on the use of the app was that it was difficult to use, unappealing and didn't offer the requirements of delegates.

By working with Pappyon to develop the app, they are able to fully customise the experience for delegates at evoke^{AG.} This is done through:
- Networking capabilities through the app, including match making functionality creating suggestions of who delegates should connect with during the event period, ability to book meetings with other delegates, ability to message other delegates.
- Customise delegate schedules with sessions and meetings. This is an opt-in and opt-out service.
- Delegates are able to export their contact list from people who have accepted meetings and messaged at the end of the event.
- Ability for AgriFutures evoke^{AG.} team to be able to push out alerts to all delegates and send end of day surveys.
- Notes section for delegates to record their notes in the app, and ability to download these notes.

The benefits of the use of Pappyon for the event app at AgriFutures evoke^{AG.} include:
- **User friendly interface:** Pappyon provides an intuitive, user friendly interface for delegates, enhancing their experience at evoke^{AG.} and in supporting the connection of delegates.
- **Networking capabilities:** Pappyon's networking capabilities are of huge benefit to evoke^{AG.} delegates with the ability to message, organising meetings, and the match making functionality offered who attend the event to build connections with other delegates, partners and speakers.
- **Analytics and reporting:** Pappyon will provide comprehensive reports pertaining to the use of the app, conducted surveys and related data analysis.
- **Integration options:** Pappyon will integrate into Eventbrite and WordPress to limit any double handling of information enabling a seamless data flow and automation.

- **Customer support:** Pappyon offers customer support on site at evoke[AG.] and will be on site in Perth, WA at evoke[AG.] 2024 to assist with any issues or questions that may arise during the event.

Roles and responsibilities:
- Holli Walsh, Coordinator evoke[AG.] – Leading the project and app build, internal consultation, Privacy Impact Assessment and co-management of the app throughout the duration of the project.
- Dallas Pearce, Manager evoke[AG.] – Overseeing the project and app build, internal consultation, signing agreement and approving relevant budget lines.
- Angela Wakeman, Senior Manager evoke[AG.] – Overseeing the project and app build.
- Emily Jones, Coordinator, evoke[AG.] – Supporting the project and app building, internal consultation and co-management of the app throughout the duration of the project.
- 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 pushed through to the app through integration with registration platform, Eventbrite. This is to enable delegates to use the app, ensuring we can communicate with them at the event and offer personalised functions at evoke[AG.]

This will include:
- First name
- Surname
- Organisation
- Email
- Mobile
- Interests/delegate type

4. Stakeholder consultation

In response to the feedback received from the post-event survey for evoke[AG.] 2023, which highlighted dissatisfaction with the app used and the project team committed to improving the event experience for all delegates, we recognised the need to develop a new app.

The consultation process gathered the feedback from the post-event survey amongst the 2023 delegates regarding the shortcomings of the previous app and was used to define the use of the future app.

An internal consultation was held to outline what was required of the app usage for future events and provided to Pappyon to ensure they had all relevant capability in building the app and customising the functionality tailored to AgriFutures Australia's requirements.

5. Personal information flow

1. Delegates will download the app prior to or at evoke[AG.]
2. The user will opt in or out of the use of match making and having their profile available to other delegates to view and connect with.
3. If opted out, the user will only have capability to use their app independently, for example using it to build their schedule of what sessions they are going to, taking notes, conducting surveys, and receiving alerts from AgriFutures Australia as required.
4. If opted in, the user will have access to the match making functionality, messaging capability, meeting setup alongside the other capabilities of the app, and to export their contacts out of the app post-event.

5. Data fields are integrated via Eventbrite including, name, contact information,
6. Users will be able to download their contact lists of those they connected through the event, and download their personal notes if they have opted in to have their contact details shared and if they have connected with those delegates.
7. Data is stored until subscription is completed, then all data is deleted.
8. Data will be stored, used and disposed of in accordance with the AgriFutures Australia Privacy Policy and Collection Notice. AgriFutures Australia own all data.

6. Identify the privacy impacts

Risk	Mitigation
Data is used for purposes that users have not opted-in for	- Delegates will opt-in to the use of the match making capabilities and networking functionality. - 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 be 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	- 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	- Pappyon prioritise privacy and compliance of users data, ensuring it is securely stored and geospatially optimised within the boundaries of Australia. Pappyon meet regulatory requirements, and as such leverage Google's Firebase Firestore as their backend infrastructure. Pappyon's default location is Google Cloud resources, such as Cloud Firestore and the default Cloud Storage bucket. It has been intentionally set to australia-southeast1, further affirming compliance with the data residency in Australia. - While every precaution is taken to secure the data, should a breach occur, AgriFutures Australia will follow their Data Breach Response Plan.

Dealing with Risk

Privacy Risk Assessment Matrix (Relative Severity of Risk)

Likelihood	Consequences				
	Insignificant 1	Minor 2	Moderate 3	Major 4	Catastrophic 5
5 Almost Certain	S	H	H	E	E
4 Likely	M	S	H	E	E
3 Possible	L	M	S	H	H
2 Unlikely	L	L	M	S	H
1 Rare	L	L	L	M	S

Risk Rating	Risk score	Description
E	(9-10)	Extreme risk – Generally not tolerated, requires risk transfer or discontinuation of activity/risk.
H	(7 – 8)	High risk – Avoid where possible, if unavoidable likely to require strict management in the form of risk action plans and formalised reporting.
S	(6)	Significant risk – Likely to require formal monitoring and management by the Leadership Team Team.
M	(5)	Medium risk – Likely to require day to day management oversight.
L	(2-4)	Low risk – Generally accepted with minimal ongoing review.

Using the risk matrix, the risk of implementing the event app via Pappyon is medium (5) as the risks are possible but minor. This means that the app and its associated privacy risk must be monitored and managed on a day-to-day basis to identify any privacy issues and ensure our attendees are confident in how their data is being managed and stored.

8. Respond and review
This Privacy Impact Assessment will be revisited throughout the project to ensure that any additional privacy aspects that arise are properly addressed.

Document Information

Date PIA completed:	Monday, 16 October 2023
Status:	Draft completed
Prepared by:	Holli Walsh
Position:	Coordinator, evoke[AG.]

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Endorsement and approval

Project manager:

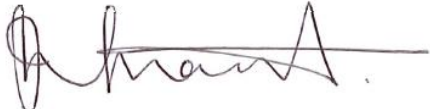I **recommend** the project proceeds as proposed in this document.

Name:	Holli Walsh		
Position:	Coordinator evoke^AG.		
Signature	*U. Walsh*	Date:	15 September 2023

The following officer has **endorsed** this document:

Name:	Harriet Mellish		
Position:	General Manager, Global Innovation Networks		
Signature		Date:	20 October 2023

Privacy officer:

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

Name:	Jessica Grant		
Position:	Manager, Governance and Compliance		
Signature		Date:	25 October 2023