

Grenadine Event Management Tool

Privacy Impact Assessment

Summary

This document summarizes the project and the Privacy Impact Assessment (PIA)'s recommendations as they pertain to the use of a new event management tool via the *Grenadine* platform.

Employees working in the Event Management sector use the *Grenadine* cloud platform as part of event preparation and management. This platform also enables Telefilm Canada's clients to apply for participation in events and to manage the processing of such applications. Clients may access the platform with a *Grenadine* user account. This platform was selected because it is used around the world to manage both free and paid event registrations.

Use of the *Grenadine* website is paid for by the event organizer (Telefilm) but free for users who register for events, as long as they are free event. the user must create a *Grenadine* account in order to register for events. Registration requires creating a user profile with at least an email address and password. As part of the process, users will also be required to provide personal information related to their registration or their participation in an activity or event.

The risk identification and classification carried-out in accordance with the PIA's standard evaluation grid enabled Telefilm Canada to address the risks potentially tied to the *Grenadine* platform, including as regards the partner of the activity, the implementation of new technological systems and the transmission of personal information using wireless technology. This PIA also established the adequacy of the service provider's risk mitigation measures, including the hosting of data in Canada, as well as the availability of a secured mobile application. In addition, this PIA enabled Telefilm Canada to determine that the planned measures in relation to the implementation of *Grenadine*, including, among other things, the inclusion in invitation emails (to an event or an activity) of a hyperlink to the personal information collection statement published on Telefilm Canada's website, as well as limiting collection to personal information that is directly related to the processing of registrations and participations to events, are in accordance with the *Privacy Act*.