

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates May 2017

Communications Portfolio

Special Broadcasting Service

Question No: 58

Special Broadcasting Service

Hansard Ref: Page 84, 24/05/2017

Topic: Third-party providers – rights and obligations

Senator Ludlam, Scott asked:

Senator LUDLAM: Could you please provide us on notice—I do not expect you to have this at the table—a full list of the third-party providers and their rights and obligations once SBS has passed that material on to them?

Mr Ebeid: Yes.

Senator LUDLAM: And in what manner you can prevent/preclude them from doing whatever they please with the material that they have been given access to?

Mr Ebeid: Yes, I can do that. Obviously that is very important to us. They are all things that we have made sure are watertight in the agreements that we have with them.

Senator LUDLAM: If you are able to even table a template agreement—I do not know that it is appropriate for you to give me a contact—or some form of words that shows us and can give us confidence in how you try to bind these third parties.

Mr Ebeid: A lot of our suppliers would have very similar words around that. I am very happy to give you a section of that to give you some assurance. Indeed, I would want to make sure there is an assurance around that as well.

Answer:

SBS directly engages the following third parties to provide services for SBS On Demand relating to audience data: Adobe, Bench Marketing, Chartbeat, Conviva, Cxense, Ensignten, Facebook, Google, Janrain, Kiosked, Lexer, Moat, Nielsen, OzTam, Red Planet, Rubicon and Tremor.

While in some circumstances it is necessary to provide user data to third parties to deliver relevant services (for example, user email addresses may be provided to companies that provide database software to issue email newsletters to those who opt-in), the majority of these providers receive anonymous audience data from SBS in order to provide services to SBS.

Rights and obligations relating to these services are set out in contracts between SBS and the third party.

Contracts of this nature generally include obligations on the third parties to:

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- only use data provided by SBS under the contract for the purpose of providing the service to SBS that is the subject of the contract—the third party cannot use the data provided by SBS for any other purpose;
- take all reasonable steps to safeguard personal information from misuse, interference, loss, unauthorised access, modification and disclosure;
- comply with all of their own security policies; and
- take into account all applicable legislation, including the principles contained in the *Privacy Act 1998* (Cth) when dealing with personal information.