

Managing Privacy with Silver Fern Farms

Highlights

- Leveraging M365 to build a user-friendly, secure tool
- Privacy risks identified and managed centrally
- Improved monitoring

Silver Fern Farms

Silver Fern Farms is New Zealand's leading processor, marketer and exporter of premium quality red meat, producing 30% of all New Zealand lamb, beef and venison. The company was originally founded in 1948 and currently operates 14 processing plants across New Zealand, with 7,000 employees and 16,000 farms. Annual sales are \$2.5bn in over 60 countries. Their vision is to become "the world's most successful and sustainable grass-fed red meat company."

"The tool is quick and easy to use and enables us to confidently manage our risk and compliance."

Fraser McCallum,
Privacy Officer

Customer Challenge

- New Zealand's new Privacy Act came into force in late 2020, introducing the requirement of companies to **report "notifiable privacy breaches"** to the Privacy Commissioner and the individual

- Silver Fern Farms deal with **large amounts of personal information** and recognised the need for an online centralised tool to manage their practice around privacy breaches and keep their customers, suppliers and staff protected
- They needed a tool to **register suspected privacy breaches** and to collate appropriate information which would **support decision-making and action**.
- They wanted to **leverage their existing Microsoft365 platform** to create a user-friendly and robust tool tailored to their needs

The Solution

- We worked with Silver Fern Farms to design a tool on **Microsoft365** that could be used by any staff member who came across a suspected, or actual privacy breach. We used **Microsoft's Power Apps** platform which allows rapid custom development
- The privacy tool leads users through a set of simple questions to encourage reporting, identify different types of breach and allow staff to report anonymously
- Responses are summarised into a report for the Silver Fern Farms' Privacy Officer to make an assessment, decide on appropriate action, provide management reporting and share learnings with staff



- During development we worked closely with the team at Silver Fern Farms to understand their needs and how the tool would be used. A joined-up approach meant we were able to develop a prototype which was tested internally and enabled us to make improvements in the technology and user experience before implementation
- The tool ensured that privacy was fully maintained through the reporting, for example by limiting access to reports and the information provided

Results

- Reports give insights to the Silver Fern Farms' team on individual instances, but also trends and issues. This has resulted in them implementing "Policy Tips" in **Microsoft Exchange Online**, prompting users with warnings about external or personal information contained in emails
- Silver Fern Farms has seen a reduction in potential privacy breaches reported and an improvement in privacy practice; visibility and knowledge of these areas was not possible previously
- Information Leadership are proud of the part we played in helping Silver Fern Farms design and deliver an effective, user-friendly privacy tool.

The technology tool itself has been well adopted by the team and delivered to the requirements of Silver Fern Farms. This success was driven by:

- An understanding of the needs and requirements of the tool from a strategic business perspective
- Engagement of users in the design and scoping of the project to ensure it was user-friendly, simple to use and would encourage uptake
- A holistic approach to implementation, which included the development of innovative technology tools, combined with organisational culture change and process transformation

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