



Data Protection and Confidentiality

The MFA Awards are the industry's pre-eminent awards program, celebrating and showcasing the most effective and inspiring media thinking in Australia.

Business-results, brand data and other sensitive commercial information are essential elements to a successful MFA Awards entry submission and effectiveness case-study. Protecting agency and client data confidentiality is critically important and we have several MFA Awards processes in place to keep your sensitive information safe.

1. Remove branding and sensitive information

Throughout the entry process, entrants are encouraged to remove all branding and logos from their supporting documents. This step is taken to reduce the chances of any unconscious bias during the judging process.

In addition, entrants are required to use a specific naming system to identify any confidential/sensitive information or attachments. Entrants identify sensitive information in the entry/ attachments by adding the copy 'FOR JUDGES EYES ONLY'. This indicates to the MFA that they are not permitted to download, share, or publish that information/attachment. After results are known, entrants are given the opportunity to resupply any information/ attachments, removing sensitive information, ahead of the MFA publishing or sharing.

2. Secure entry & judging portal

Awards Force, a secure website, is used for all entry submissions. Awards Force have no claim over the IP or data submitted for the MFA Awards program. The full data processing agreement can be [viewed here](#).

3. Digital Confidentiality Agreement (online judging)

All MFA Award judges are required to electronically sign confidentiality agreements before reviewing any entries. Without signing the below agreement judges cannot view their allocated entries.

1. I will not divulge or utilise confidential information gained from judging submissions, or discuss with any other party, any details of any award entry that I am required to judge.

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Digital Confidentiality Agreement (online judging) cont...

2. I will perform the task required of me to the best of my ability in accordance with the procedures set down and in the spirit of the awards, without bias or prejudice to any entrant or entry.

3. I will declare to the awards organiser any involvement that I have had in any award entry listed for me to judge.

4. I will not copy or retain any entry material during the online or live judging process, nor remove any written notice, material, score sheet, document, or part of any award entry.

4. Non-disclosure agreement (Live judging)

At the commencement of the live judging process, judges are reminded that all entries, information, attachments and results are confidential. As a result, judges are required to sign (or verbally agree) to a non-disclosure agreement relating to the discussions had and the results reached.

5. Abstentions and Conflict of Interest

Abstentions and conflicts of interest are identified before judging commences and are managed by Two De Force.

An abstention is identified when a judge works for the agency/client or brand in question or had direct involvement with the campaign, client, or brand. The entry(s) in question are removed from the judge's view – this is actioned before judging starts.

Throughout the process any abstained judges are not permitted to participate in or be present for discussions about the entry in question.

A conflict of interest is identified when a judge has previously worked for the agency, client, or brand in question. Or has previously worked or currently works for a direct competitor of the client, or brand in question. Once identified, the entry(s) in question are removed from the judge's view – this is actioned before judging commences, where possible.

Similarly, to abstained judges, any judges with a conflict of interest are not permitted to participate in discussions about the entry in question. And where appropriate they are asked to leave the conversation.

6. Winners and finalists case studies

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Upon submission, the entrant automatically grants the MFA permission to share details of the entry with the media, on the MFA website and other relevant platforms. As well as showcasing the entry at the finalist exhibition, MFA EX and MFA Awards and at other such times deemed appropriate.

Entrants will be given the opportunity to remove sensitive information prior to any publication or showcase. The MFA will also consider the subject matter of the entry/campaign and will not share any details should the client not allow it. The entrant agrees that the MFA will not accept responsibility for errors or omissions reproduced in the finalist Exhibition or MFA EX.

7. The MFA Effectiveness Database

The Media Federation of Australia are creating the foundation for a new MFA Awards Database that will be used to identify insights and principles of media effectiveness for the Australian media industry.

Entrants are to complete a confidential questionnaire following their Awards submission. Responses to the confidential questionnaire will not be seen by judges, considered as part of the entry or attached to the written entry.

The data inputs from all entrants will be anonymised with no reference to the advertiser brand or identifying characteristics and consolidated into cohorts within a dataset owned and operated by the MFA. All data collected will remain confidential and will be aggregated so that it cannot be linked to an individual entry.