

## RESPECTING TRADITIONAL OWNER KNOWLEDGE.

As Traditional Owners, we continue to hold rights over how our cultural knowledge, indicators and data are engaged with, collected, stored and shared. This document covers topics like where your story will be shared, how it will be used and how your data is owned and controlled by Traditional Owners to ensure cultural Lores are followed.



## WHAT IS OUR REEF STORIES?

*Our Reef Stories* is a Traditional Owner-led communications program including popular publishing channels including a website called **OurReefStories.com.au**, a Facebook page, Instagram account and YouTube channel. These channels were created for us as Traditional Owners, to tell our stories – in our own words – about how we are leading and caring for Country.

*Our Reef Stories* also works with other partners, including the Great Barrier Reef Foundation, who have their own publishing channels. These partners are important for reaching other audiences that might be important to you. These include the general public, government and non-government organisations, national and international audiences, and others. You can decide whether or not you want your stories to be published on partner channels.

## YOU DECIDE WHAT DATA IS COLLECTED.

It's up to you what information, images, video and other data you want to share. *Our Reef Stories* uses your information and data only for the purposes of telling your story and using channels that you have approved. The editorial teams will work with you to gather information, create storytelling materials and prepare these materials for publication on the *Our Reef Stories* channels and partner channels that you have approved.

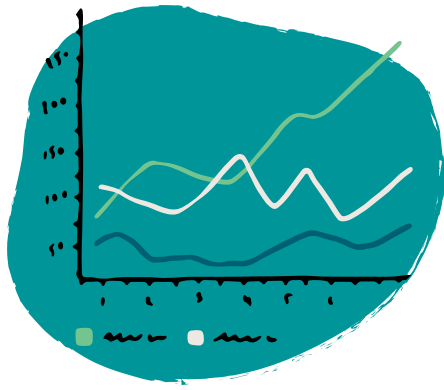


## HOW YOUR DATA IS COLLECTED.

Storytelling information and data are collected by the *Our Reef Stories* team in consultation with you. They use only the information that you agree to provide and will use it only for the purposes you approve.

Performance data is collected automatically by the different publishing channels. This performance data can only be accessed by authorised members of the editorial team and performance reports are shared only for the purposes of making editorial decisions. This includes things such as:

- Creating a new category for stories on the website
- Deciding which storytelling formats work best for specific audiences
- Understanding which topics and themes are most popular for different audiences.



### COLLECTING PERFORMANCE DATA.

Performance metrics are collected for story and social content. Performance metrics include impressions (how many people viewed the content), engagement (likes, shares, comments), and other indicators of how viewers interact with and consume the content. Performance information is used by the editorial team for editorial decision-making purposes. The performance data for your story is available to you at all times.

### YOUR DATA IS STORED AND PROTECTED.

The information and data collected, used and generated for and by *Our Reef Stories* is stored on secure password-protected servers and secure access-level, password-protected content databases. These are accessible only by authorised members of the editorial team. Access levels are dependent on the role of the editorial team member. Only the editor has the highest level of access with the ability to view, amend, download and delete data. Other members can view and add data.



### HOW YOUR DATA WILL BE RETURNED.

At the end of the five (5) year period, the information and data related to your storytelling content will be removed from publicly accessible platforms and prepared to be returned to the nominated person for your community, via preferred method (email etc). Once the nominated person has confirmed receipt of the data archive, your data will be permanently deleted from the storage servers and content databases.

### BENEFITS FOR TRADITIONAL OWNERS.

By sharing your information for storytelling on *Our Reef Stories* and approved partner channels, you are in control of telling your own story and helping Traditional Owners to be seen and be heard as the inherent rights holders and custodians of Country. Your story is also helping to:

- Amplify and elevate Traditional Owner voices, for Traditional Owners of the Reef and its catchment
- Position Traditional Owners as global leaders for nature-positive solutions and make national and international audiences aware of the work we're doing.
- Demonstrate better practice in communications in partnership with Traditional Owners
- Increase the opportunities for peer-to-peer knowledge exchange and collaboration between Traditional Owner communities through collective communications
- Create compelling communications that build evidence of the things we're doing on Country and demonstrate our leadership in Reef management. These are crucial in growing the Traditional Owner Futures Fund and securing other sustainable funding.



Great Barrier Reef Foundation