

## STATEMENT FROM EUREKA

*The Secret DNA of Us* is a groundbreaking documentary, an ambitious, first of its kind effort to use DNA to map the untold stories, unknown history and unexpected connections within Australian communities. An initial concept of the program was conceived by Naked (a Fremantle company) in the UK and then developed and produced by Eureka (also a Fremantle company) following SBS' commission.

Ancestry provided Eureka DNA testing and historical research services. Eureka and SBS retained complete editorial control and independence, Ancestry was not afforded any editorial influence or approval over the production. We cannot speak to any commercial arrangements between Ancestry and SBS. Maintaining editorial integrity was paramount to the Program's financing partners, Screen Australia and Screen NSW and this commitment was honoured at every step.

Brad Argent is an expert in family and community ancestry with 18 years of experience in the field and 10 years of experience appearing on camera for similar programming. Neither Brad, nor anyone at Ancestry held approval rights over the *Secret DNA of Us* and was never shown the program for feedback or editorial input. As is common practice, Brad was given the opportunity to view the program at the same time as Host, Marc Fennell and Rae Johnston in their capacity as on-screen talent to ensure they're aware of what is being broadcast.

Full and informed consent was obtained from all participants in the program. All participants were comprehensively briefed on the testing process well before testing took place. Their rights afforded under privacy laws were explained (including how they can access, review, correct or delete their results from the Ancestry platform) and were reassured they could opt out of the program at any time. Producers have received glowing feedback from participants and we are proud of what *The Secret DNA of Us* has accomplished.