



1 October 2021

[Redacted]  
[Redacted]

Ref: OIA-2021/22-0272

Dear [Redacted]

**Official Information Act request for Government data collection from social media**

Thank you for your Official Information Act 1982 (the Act) request received on 11 September 2021. You requested:

*"Does the New Zealand government collect data on individuals from social media and then use this data to target individuals with messaging and adverts or in any other way?"*

On 21 September 2021, we contacted you to clarify that we were unable to respond on behalf of the New Zealand Government. You responded, requesting information from the Department of the Prime Minister and Cabinet (DPMC), and the Ministries of Health, Justice and Social Development.

On 24 September 2021, we informed you that the parts of your request for information from the Ministries of Health, Justice and Social Development are more closely connected to the functions of those Ministries. Accordingly, they were transferred under section 14(b)(ii) of the Act to transfer to the respective Ministries.

DPMC, including our departmental agency the National Emergency Management Agency, does not collect and hold data on individuals from social media for the purpose of targeting individuals as described in your request, or in any other way.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

This response may be published on DPMC's website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Yours sincerely

[Redacted signature]

Clare Ward  
**Executive Director, Strategy, Governance and Engagement**