



27 February 2026

Ref: OIA-2025/26-0493

[REDACTED]
[REDACTED]

Tēnā koe [REDACTED]

Official Information Act request relating to AI image guidelines and use in a New Zealand National Party advert

Thank you for your Official Information Act 1982 (the Act) request, which was received by the Department of the Prime Minister and Cabinet (DPMC) on 10 February 2026. You requested:

"I would like to make a formal official information request about the below social media post: <https://www.facebook.com/share/p/1CFnxn2vf4/?mibextid=wwXlfr>

The caption states: "LEAKED! We asked AI to show us what it knows about Labour/Greens/TPM. It even knows they are all about more taxing, more spending, more borrowing!" I would like to request the following information:

- 1. What prompt was entered into chatgpt to produce each of these images*
- 2. What process these images went through to be approved for social media posts, including who reviewed this (or how many people reviewed this, if names/roles cannot be specified) before it was posted*
- 3. Any internal discussion of these posts via email, instant message chat such as zoom or teams, and texts.*
- 4. A copy of any internal social media policy with regard to use of AI and ChatGPT.*

Please let me know if there is another avenue I should direct this request to"

The post you refer to appears to have been created by the New Zealand National Party. Accordingly, we have interpreted Part 3 of your request to be seeking the New Zealand National Party's internal communications about that post, and Part 4 to be seeking a copy of the New Zealand National Party's social media policy, if such a document exists.

Information to be refused

DPMC does not hold the requested information, the New Zealand National Party is not subject to the Act, and I do not believe that the information requested is held by another entity that is subject to the Act. Your request is therefore refused under section 18(g) of the Act.

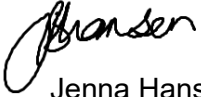
DPMC's Gen-AI policy and guidance

While not in scope of your request, which is for information related to a post made by the New Zealand National Party, you may be interested in DPMC's Gen-AI policy and guidance, which were released in response to a previous request under the Act, and are publicly available on our website: <https://www.dPMC.govt.nz/sites/default/files/2025-08/dPMC-roia-oia-2024-25-1001.pdf>

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

This response will be published on the Department of the Prime Minister and Cabinet'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.

Nāku noa, nā

A handwritten signature in black ink, appearing to read 'Jenna Hansen'.

Jenna Hansen

Manager, Accountability and Ministerial Services