



5 March 2026

Ref: OIA-2025/26-0492

Tēnā koe [REDACTED],

Official Information Act request relating to AI images used in 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:

*On Monday 9th February at 17:34, the 'New Zealand National Party' posted on their Facebook page which included some AI generated images -
<https://www.facebook.com/NZNATS/posts/pfbid0sZne2oSwgMpeZujJQuEm5C3aPo1M3wHgBTi3t47tXNopDQHcP9F9X7MoFtc1Gzajl>*

Could the the AI website that was used to generate these images and the prompt that was used for each of the images please be disclosed?

The post you refer to appears to have been created by the New Zealand National Party. 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.

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 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.

Nāku noa, nā

Jenna Hansen
Manager, Accountability and Ministerial Services