

6 October 2021

Stuart Moriarty-Patten

By email: fyi-request-16713-24b5c03a@requests.fyi.org.nz
Ref: H202113142

Tēnā koe Stuart

Response to your request for official information

Thank you for your request under the Official Information Act 1982 (the Act) to the Ministry of Health (the Ministry) on 24 September 2021 for:

“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?”

I have interpreted your request as asking whether the Ministry of Health collects data on individuals from social media then use this data to target individuals with messaging and adverts or in any other way.

The answer is no. The Ministry does not collect data on individuals from social media. Some social media platforms collect demographic information about its users. This information can be used to target social media content to groups of people. On occasion the Ministry does target social media content to groups of individuals based on demographics such as age and location. For example, the Ministry is currently targeting social media content to people who live in Hamilton and Auckland to encourage them to get vaccinated.

I trust this information fulfils your request. Under section 28(3) of the Act you have the right to ask the Ombudsman to review any decisions made under this request. The Ombudsman may be contacted by email at: info@ombudsman.parliament.nz or by calling 0800 802 602.

Please note that this response, with your personal details removed, may be published on the Ministry website at: www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests.

Nāku noa, nā



Nick Allan
Manager OIA Services
Office of the Director-General