



1 July 2022

Shane Gibson

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Tēnā koe Shane Gibson

On 1 June 2022, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982 (the Act), the following information regarding the use of Google Analytics to record details of visits to the Ministry website:

1. *The length of time this Google Analytics data is retained for.*
2. *A copy of the Information Management policy that this data retention period is based upon.*

The Ministry uses Google Analytics to collect aggregated, non-personally identifiable data about the use of our websites; for example, the number of visitors, or the number of times particular pages are viewed.

This information is analysed and used to make improvement to our websites.

The Ministry does not hold any Google Analytics data on our own systems. We access this data through the Google Analytics website. Google Analytics 4 retains this data for a 14-month period.

The Ministry does not have a specific information management or data retention policy that applies as the Ministry does not hold any Google Analytics data. The data is hosted and stored by Google, and we adhere to Google's data privacy and security terms.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter and attachments on the Ministry's website. Your personal details will be deleted, and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, regarding Google Analytics data please feel free to contact [OIA\\_Requests@msd.govt.nz](mailto:OIA_Requests@msd.govt.nz).

If you are not satisfied with this response, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or 0800 802 602.

Ngā mihi nui

A handwritten signature in blue ink, appearing to read 'F. Drader', with a stylized flourish at the end.

Felicity Drader  
**General Manager**  
**Service Delivery Communications**