



29 October 2024

Jared  
fyi-request-28350-92f854da@requests.fyi.org.nz

Dear Jared

Thank you for your request made under the Official Information Act 1982 (OIA), received on 10 September 2024. You requested the following:

- 1. The total amount Inland Revenue has spent each year on targeted advertising related to the personal data shared with third parties for marketing purposes.*
- 2. A list of the third parties with whom Inland Revenue has shared personal data for marketing purposes.*
- 3. The number of individuals whose data was involved in these data-sharing activities.*
- 4. Details of the processes Inland Revenue followed to ensure that the personal data shared with third parties remained private, including any consultations or expert advice sought on this matter.*
- 5. information on any other third parties with whom Inland Revenue shares personal data, whether for marketing or other purposes, including the names of these third parties and the purposes for which the data is shared.*
- 6. A copy of the contract(s) Inland Revenue has signed with these third parties concerning the sharing of personal data*

On 8 October 2024 we provided a response to parts 1, 3, 4, 5 and 6 of your request, and extended the timeframe to respond to part 2 of your request by 15 working days.

***A list of the third parties with whom Inland Revenue has shared personal data for marketing purposes.***

We've interpreted your request to be for personal information Inland Revenue has shared with end users, i.e. social media platforms, for marketing purposes.

At the time of extending your OIA, we thought the internal review being led by our Chief Information Security Office would be completed and we would be able to provide a full list to you. Unfortunately, the review is not complete at the time your response is due, and we are therefore unable to provide you with a response.

We have decided to refuse your request under section 18(d) of the OIA, as the information will soon be publicly available on our website, within the next three weeks ([www.ird.govt.nz](http://www.ird.govt.nz)).

### Right of review

If you disagree with my decision on your OIA request, you can ask an Inland Revenue review officer to review my decision. To ask for an internal review, please email the Commissioner of Inland Revenue at: [commissionerscorrespondence@ird.govt.nz](mailto:commissionerscorrespondence@ird.govt.nz).

Alternatively, under section 28(3) of the OIA, you have the right to ask the Ombudsman to investigate and review my decision. You can contact the office of the Ombudsman by email at: [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz).

If you choose to have an internal review, you can still ask the Ombudsman for a review.

### Publishing of OIA response

We intend to publish our response to your request on Inland Revenue's website ([ird.govt.nz](http://ird.govt.nz)) as this information may be of interest to other members of the public. This letter, with your personal details removed, may be published in its entirety. Publishing responses increases the availability of information to the public and is consistent with the OIA's purpose of enabling more effective participation in the making and administration of laws and policies and promoting the accountability of officials.

Thank you again for your request.

Yours sincerely



Pip Knight

**Service Leader, Marketing & Communications**