

18 October 2024

9(2)(a)

Tēnā koe David

OFFICIAL INFORMATION ACT REQUEST

I refer to your official information request of 21 September 2024 for:

1. *Please consider this correspondence to be a request pursuant to the Official Information Act 1982.*
2. *Does Ministry for Women pay for advertising services on the Facebook, Instagram, LinkedIn, Google, Tik Tok or other digital platform?*
 - a. *If so, how much money has been spent, by year, on advertising on each of these platforms?*
 - b. *Does Ministry for Women use any agencies to place or manage that advertising, if so who?*
 - c. *If Ministry for Women uses any agencies to place or manage that advertising, what is (or are) the names of each of those agencies?*
 - d. *If Ministry for Women uses any agencies to place or manage that advertising, please provide copies of any and all legal agreement between that advertising agency and Ministry for Women*
3. *If Ministry for Women uses advertising services on digital platforms as above, does (or has) the agency created "custom audience" lists as part of those campaigns?*
 - a. *If so, please provide a list of the custom lists that have been generated, including the number of people on that list and what market segmentation was being targeted by that campaign and the date for which each custom audience was generated, along with when these audience lists were uploaded and to which platform?*
 - b. *If so, what privacy analysis was conducted prior to custom audience lists being generated?*

- c. *If so, was the Minister responsible ever made aware that Ministry for Women was undertaking this activity? If so, which Minister was it, and when were they notified?*
- d. *If so, what advice was sought prior to this activity taking place?*
- e. *If so, what lawful basis does Ministry for Women rely on for this disclosure?*
- f. *If so, what was the origin of the information that was included in these custom audience lists?*
- g. *If so, did Ministry for Women receive any specific advice as to the efficacy of the security measures around these lists, if so, who provided this advice and when was it provided? Please provide copies of the advice provided.*
- h. *If so, what security measures are used to protect the privacy of individuals?*
- i. *If so, is Ministry for Women still generating and uploading custom audiences, or is this practice "on hold". If it is on hold, when and why was it put on hold?*
- j. *If so, can people "opt-out" of being included in these custom audience lists, and if so, how many people have done so?*
- k. *If so, has Ministry for Women received any complaints about this practice, if so, when was the complaint received? Please provide copies of the complaints and any responses.*
- l. *If so, did Ministry for Women consult with the office of the Privacy Commissioner on this practice? If so, when?*
- m. *If so, has Ministry for Women received any reports about the effectiveness of custom audience lists? If so, please provide these.*
- n. *If so, for each upload of the custom audience lists to each platform, what percentage of these were "matched" against the current users of each platform?*
4. *Has any person from Ministry for Women had any meetings, whether in person, by video conference or other method, with any representative from Meta, Google, LinkedIn, Tik Tok, or any other digital advertising platform in the last 12 months?*
 - a. *If so, who was present during these meetings?*
 - b. *If so, please provide the agenda, notes, minutes and any communications associated with these meetings.*
 - c. *Does Ministry for Women have a dedicated account manager with Meta, Google, LinkedIn, Tok Tok or any other digital advertising platform. If so, what is the name of this person or the names of these people?*
5. *Please provide any correspondence, e-mail, document, or record held by Ministry for Women on the subject of custom audience lists, advertising on Meta, Facebook, Instagram, Google, Tik Tok or any other platform for the period 1 September 2024 and today.*

Manatū Wāhine Ministry for Women does not pay for advertisement campaigns on any social media platform. The Ministry has not had any meetings with any representatives from a social or digital advertising platform in the last 12 months.

Official Information Act responses

Please note that this response, with your personal details redacted, may be published on the Ministry's website. If you have any concerns or comments related to this, please let us know by emailing ministerialservicing@women.govt.nz, within two weeks of the date of this letter.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Nāku noa, nā

M Shortland

Maxine Shortland

Deputy Secretary, Organisational Performance and Services