



3 December 2024

Dear [REDACTED]

Thank you for your email, received via our Complaints Management Team on 6 November 2024. Part of your request has been considered under the Official Information Act 1982 (OIA) and referred to me to respond to. You requested the following:

any further information provided to media regarding the use of customer audience to reflect that complaints have been received as to not attempt to nullify concerns regarding this practice of providing information to external parties.

I have identified one Media Release in scope of your request, which can be found on Inland Revenue's website here: <https://www.ird.govt.nz/media-releases/2024/inland-revenue-stops-using-custom-audience-lists>. In response to public concern at having personal details passed to social media platforms without their consent, we will no longer supply de identified, or hashed, customer details to social media platforms for use in targeted advertising.

In the Commissioner of Inland Revenue's statement to the media (available at the link above) he stated "I want to make it very clear that we have listened carefully to the concerns people have expressed. And it's really important to me that we do the right thing in responding to those concerns. I take the matter of customer privacy very seriously and I think our decision, and this special briefing, demonstrates that."

I hope this information is of use to you. Please also see our internal review, *Review and Analysis of Social Media Usage for Custom Audiences*, and the independent review on our website for more information: <https://www.ird.govt.nz/customaudiencelists>.

Publishing of OIA response

We intend to publish our response to your request on Inland Revenue's website (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 and Communications