



07 February 2025

[REDACTED]
[REDACTED]

Dear [REDACTED]

Thank you for your requests made under the Official Information Act 1982 (OIA), received on 28 December 2024.

Kia Ora, Can you please provide me with the advice Inland Revenue received that led to the decision to stop sharing taxpayers' data with social media companies?

The Commissioner of Inland Revenue made the decision to no longer supply de-identified, or hashed, customer details to social media platforms for use in targeted advertising in response to public concern. No formal advice was received that led to the decision. Therefore, your request is refused under section 18(e) of the OIA, as the documents alleged to contain the information requested do not exist.

Inland Revenue undertook a comprehensive internal review of our use of custom audience lists in November 2024, led by our Chief Information Security Office (CISO). You can read the review on our website: <https://www.ird.govt.nz/customaudiencelists>

You may also be interested in the media release, which announced the findings of the review: <https://www.ird.govt.nz/media-releases/2024/inland-revenue-stops-using-custom-audience-lists>

Right of review

You have the right to make a complaint to the Office of the Privacy Commissioner if you are not satisfied with our response. It can be contacted at PO Box 10094, Wellington 6143, or www.privacy.org.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.

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