



5 September 2024

[REDACTED]
[REDACTED]

Dear [REDACTED]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 14 August 2024. You requested the following:

- 1. How many people have attempted to opt out of IRD sharing their information with Meta for the purposes of ad targeting? Can the initial correspondence for these attempted opt-outs please be provided? What was the outcome in these cases, if they exist?*
- 2. Has IRD received any complaints relating to the way it shares information with social media platforms for advertising? If so, could a copy of these complaints please be provided?*
- 3. If there has been correspondence with the Privacy Commissioner around the use of the Custom Audiences feature for IRD advertising on Meta platforms, could that please be provided?*

Background

Social media platforms offer a custom audiences feature which allows businesses and government departments to upload information to an encrypted site for direct marketing purposes.

Each social media platform has its own privacy principles in place that it must adhere to. These privacy principles were reviewed by Inland Revenue to ensure that customer information is protected and only used for the intended purpose. Inland Revenue is satisfied that the social media platforms handle customer information responsibly and that this information is deleted when the hashing process has been completed.

Question 1

Meta users update their ad preferences directly through Meta, rather than through Inland Revenue. Inland Revenue do not receive updates or correspondence as to who has opted out. Therefore, your request for correspondence and outcomes related to opt-outs is refused under section 18(g) of the OIA, as the information is not held by Inland Revenue, and we do not believe it is held by another agency.

Question 2

Inland Revenue has not received any complaints related to the way it uses custom audience lists for targeted advertising on social media platforms.

Question 3

Inland Revenue has not discussed or made any arrangements or engagements with the Privacy Commissioner on the use of the custom audiences feature for advertising on Meta platforms. Inland Revenue is authorised to manage its own privacy assessments and work undertakings. There is no requirement for Inland Revenue to report these matters to the Privacy Commissioner.

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.

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.

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) 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



Kieran Burlace

Domain Lead, Marketing and Communications