



Tēnā koe

On 24 September 2021, the Ministry of Social Development (the Ministry) received a transfer of your request made under the Official Information Act 1982 (the Act), from the Department of the Prime Minister and the Cabinet (DPMC). Your request is for the following information:

- *Does the New Zealand government collect data on individuals from social media and then use this data to target individuals with messaging and adverts or in any other way?*

The Ministry uses our social media pages to post media releases and other news, service announcements, consultations and emergency information for clients. We operate all our social media accounts in line with our social media policy. You can read more about our terms of use, here: www.msd.govt.nz/about-msd-and-our-work/tools/social-media-terms-and-conditions.html.

The Ministry does not collect data on individuals via our social media channels. As such, I am refusing your request under section 18(g) of the Act as the information you have requested is not held by the Ministry and I have no grounds to believe that the information is held by another department or Minister of the Crown or organisation.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter on the Ministry of Social Development's website. Your personal details will be deleted, and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Ngā mihi nui

A handwritten signature in black ink, appearing to read 'Magnus O'Neill', written in a cursive style.

Magnus O'Neill
General Manager
Ministerial and Executive Services