



27 November 2024

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s 9(2)(a)

Ref: H2024055862

Tēnā koe s 9(2)(a)

Response to your request for official information

Thank you for your request under the Official Information Act 1982 (the Act) to the Ministry of Health – Manatū Hauora (the Ministry) on 11 November 2024 for information regarding targeted marketing. Please find a response to your request below.

“My request relates specifically to the use of personal data for targeted online marketing by your ministry/department. I am seeking detailed information on any targeted marketing practices in the last 5 years involving personal data, particularly where individuals or groups are identified and communicated with on digital platforms. Please provide responses to the following:

Use of Personal Data for Targeted Marketing Campaigns

- *Please confirm if the ministry has engaged in any online marketing campaigns that used personal data to target individuals or specific demographic groups on platforms such as Meta (Facebook, Instagram), Google Ads, or similar digital advertising services.*
- *For each such campaign, please provide:*
 - *The date range of the campaign.*
 - *The nature of the targeted audience (e.g., by age, location, interest).*
 - *The types of personal data used to define these audiences.*
 - *The third-party platforms or services involved.*

Methodology and Data Types for Targeting

- *Describe the specific data categories used for targeted marketing (e.g., demographic data, browsing behaviours, metadata) and how they were obtained.*
- *Clarify whether any information shared for marketing purposes was anonymized or aggregated, and if so, what steps were taken to ensure anonymization.*

Agreements and Compliance with Privacy Standards

- *Provide information on any agreements with third-party platforms regarding data sharing or targeted advertising.*
- *Outline the measures taken to ensure that the ministry’s targeted marketing activities comply with New Zealand’s Privacy Act and other relevant data protection standards.*
- *Have there been any breaches of privacy standards? Please share details of incident if so”*

Neither the Ministry, nor any agency on behalf of the Ministry, has used custom audience lists as part of campaigns and posts or inputted any personal details into Meta, Google or any other digital service. The only targeting of posts or advertisements from the Ministry of Health or on its behalf have been targeted using native “boost” functions, which use geographic or age-related information, which users themselves have shared with Meta. A user could opt out of any of these posts at any time by going into the settings of the post and indicating they no longer wish to receive these.

The Ministry of Health does not hold this information and therefore your request is refused under section 18(g)(i) of the Act, as the information requested is not held by the Ministry and there are no grounds for believing it is held by another agency subject to the Act.

If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact the OIA Services Team on: oiagr@health.govt.nz.

Under section 28(3) of the Act, you have the right to ask the Ombudsman to review any decisions made under this request. The Ombudsman may be contacted by email at: info@ombudsman.parliament.nz or by calling 0800 802 602.

Please note that this response, with your personal details removed, may be published on the Manatū Hauora website at: www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests.

Nāku noa, nā



Sarah Turner
Deputy Director-General
Government and Executive Services | Te Pou Whakatere Kāwanatanga