

Our Ref: OIA-24-231

15 October 2024

9(2)(a)

Dear [REDACTED]

Re: Official Information Act request for information sharing with Meta, Facebook and other social media platforms

I refer to your email to the Education Review Office dated 21 September 2024 requesting information under the Official Information Act 1982 as follows:

1. *Please consider this correspondence to be a request pursuant to the Official Information Act 1982.*
2. *Does Education Review Office pay for advertising services on the Face book, Instagram, Linked in, Google, Tik Tok or other digital platform?*
 - a. *If so, how much money has been spent, by year, on advertising on each of these platforms?*
 - b. *Does Education Review Office use any agencies to place or manage that advertising, if so who?*
 - c. *If Education Review Office uses any agencies to place or manage that advertising, what is (or are) the names of each of those agencies?*
 - d. *If Education Review Office uses any agencies to place or manage that advertising, please provide copies of any and all legal agreements between that advertising agency and Education Review Office.*
3. *If Education Review Office uses advertising services on digital platforms as above, does (or has) the agency created "custom audience" lists as part of those campaigns?*
 - a. *If so, please provide a list of the custom lists that have been generated, including the number of people on that list and what market segmentation was being targeted by that campaign and the date for which each custom audience was generated, along with when these audience lists were uploaded and to which platform?*
 - b. *If so, what privacy analysis was conducted prior to custom audience lists being generated?*
 - c. *If so, was the Minister responsible ever made aware that Education Review Office was undertaking this activity? If so, which Minister was it, and when were they notified?*
 - d. *If so, what advice was sought prior to this activity taking place?*

- e. *If so, what lawful basis does Education Review Office rely on for this disclosure?*
 - f. *If so, what was the origin of the information that was included in these custom audience lists?*
 - g. *If so, did Education Review Office receive any specific advice as to the efficacy of the security measures around these lists, if so, who provided this advice and when was it provided? Please provide copies of the advice provided.*
 - h. *If so, what security measures are used to protect the privacy of individuals?*
 - i. *If so, is Education Review Office still generating and uploading custom audiences, or is this practice "on hold". If it is on hold, when and why was it put on hold?*
 - j. *If so, can people "opt-out" of being included in these custom audience lists, and if so, how many people have done so?*
 - k. *If so, has Education Review Office received any complaints about this practice, if so, when was the complaint received? Please provide copies of the complaints and a responses.*
 - l. *If so, did Education Review Office consult with the office of the Privacy Commissioner on this practice? If so, when?*
 - m. *If so, has Education Review Office received any reports about the effectiveness of custom audience lists? If so, please provide these.*
 - n. *If so, for each upload of the custom audience lists to each platform, what percentage of these were "matched" against the current users of each platform?*
4. *Has any person from Education Review Office had any meetings, whether in person, by videoconference or other method, with any representative from Meta, Google, Linkedin, Tik Tok, or any other digital advertising platform in the last 12 months?*
 - a. *If so, who was present during these meetings?*
 - b. *If so, please provide the agenda, notes, minutes and any communications associated with these meetings.*
 - c. *Does Education Review Office have a dedicated account manager with Meta, Google, Linkedin, Tik Tok or any other digital advertising platform. If so, what is the name of this person or the names of these people?*
 5. *Please provide any correspondence, e-mail, document, or record held by Education Review Office on the subject of custom audience lists, advertising on Meta, Face book, Instagram, Google, Tik Tok or any other platform for the period 1 September 2024 and today.*

As at the date of your request the Education Review Office does not pay for advertisement on any digital platforms and no person from the Education Review Office has had any meeting or correspondence with any representative from Meta, Google, Linkedin, Tik Tok, or any other digital advertising platform in the last 12 months.

As such, under section 18(e) of the Official Information Act, I am refusing your request as the information or the document(s) alleged to contain the information does not exist.

Please note that it is our policy to proactively release our responses to official information requests where possible. We do not publish requesters' personal information.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at <http://www.ombudsman.parliament.nz> or freephone 0800 802 602.

Ngā mihi,



Kaden Wilson
Chief of Staff
Education Review Office