



31 October 2024



Reference: OIA-2024/25-0270

Dear 

Official Information Act request relating to information sharing with social media platforms (NEMA)

Thank you for your Official Information Act 1982 (the Act) request received on 22 September 2024. You requested:

- “1. Does National Emergency Management Agency pay for advertising services on the Facebook, Instagram, LinkedIn, Google, Tik Tok or other digital platform?*
- 2. If National Emergency Management Agency uses advertising services on digital platforms as above, does (or has) the agency created "custom audience" lists as part of those campaigns?*
- 3. Has any person from National Emergency Management Agency 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?*
- 4. Please provide any correspondence, e-mail, document, or record held by National Emergency Management Agency 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.”*

(Please note to enable an efficient response we have chosen not to detail the subsections included in your request. We acknowledge and intend to reply to all aspects of your request in our finalised response.)

The time frame for responding to your request was extended under section 15A of the Act by eight working days because it necessitated consultations to be undertaken before a decision could be made on the request. Following this extension, one document in scope of your request is awaiting final confirmation of consultation with an external third party. We are working to confirm the release of this document and expect to forward the remaining information by Tuesday 5 November 2024. All decisions relevant to your request are detailed below.

The National Emergency Management Agency (NEMA) is a departmental agency hosted by the Department of the Prime Minister and Cabinet (DPMC). NEMA does pay for social media advertising services provided by VML advertising agency however this information is not broken down by digital platform by year. Accordingly, I am refusing this aspect of your request under section 18(g) of the Act, as the information requested is not currently held and NEMA does not believe it is held by another agency.

Please note that while the Act enables people to request official information, it only applies to information that is already held by a Department or Agency. There is no obligation to create information in order to respond to a request.

For general information in relation to DPMC and NEMA advertising spending you may wish to refer to the following information which is made publicly available as part of the mandatory select committee annual review process:

<https://www.dPMC.govt.nz/search?query=Annual+report+NEMA>

We have identified some information relevant to your request for copies of any legal agreements between the advertising agency VML and NEMA. I have decided to release this information detailed below as soon as necessary third-party consultations have concluded.

4/11/2021	NEMA Contract/Variation Approval Form
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In response to the remainder of your request I can confirm that NEMA does not create “custom audience” lists and has never received or repurposed personally identifiable customer data for advertising or any other purpose. There is no information held indicating that NEMA has communicated on the subject of custom audience lists or held meetings with any representative from digital advertising platforms in the last 12 months.

Accordingly, I am refusing all remaining aspects of your request under section 18(g) of the Act, as the information requested is not held and NEMA does not believe it is held by another agency.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

This response will be published on DPMC’s website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Yours sincerely



Stefan Weir
Chief of Staff