



1 August 2025

[REDACTED]
[REDACTED]

Dear [REDACTED]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 16 July 2025. You requested the following (numbered for ease of response):

- 1. Is IRD aware there has been a global doubling in self harm and suicide of teens due to uptake and use of fb social media?*
- 2. Will IRD continue to send our personal data to fb?*
- 3. Is IRD planning on spending our tax dollars on advertising on that platform?*

Question one

I am interpreting your question as whether Inland Revenue considers how and where we advertise on social media and expanded this to include all our social media accounts, not just Meta (Facebook). Inland Revenue considers the channels it uses to reach customers about their entitlements and obligations carefully, and has clear policies and procedures in place when advertising on social media. These policies and procedures can be found in an earlier released Official Information Request: [2024-12-04-internal-policies-and-procedures-used-for-targeted-advertising.pdf](#)

Question two

Inland Revenue does not send personal data to Meta (Facebook) or any social media platforms.

Between 2014 and 12 September 2024 Inland Revenue used custom audience lists on social media as a way to provide important updates, information and reminders to help selected customers get their taxes and entitlements right.

Further information is available about our previous use of custom audience lists on our website: www.ird.govt.nz/customaudiencelists

Question three

Inland Revenue will continue to advertise on Meta (Facebook). This channel is an effective way to reach customers with important updates, information and reminders to help them get their taxes and entitlements right.

Publishing of OIA response

We intend to publish our response to your request on Inland Revenue's website (www.ird.govt.nz) as this information may be of interest to other members of the public. This letter, with your personal details removed, will 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



Pip Knight

Service Leader, Marketing & Communications