



07 March 2025

[REDACTED]
[REDACTED]

Dear [REDACTED]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 25 February 2025. You requested the following:

- 1. The company used by IRD for adds, creative, media, advertising, marketing.*
- 2. Any reported problems with this company including: incompetence, deceptive use of public funds, minority staff abuse, deceptive practices and careless mistakes.*
- 3. Which company was hired to run the hashed data given to Meta and did this company advise IRD to run this scheme.*

Question 1

We have interpreted your request to be for all companies Inland Revenue has used for advertising and public relations since the 2023/24 financial year.

The full list of agencies used during the 2023/24 financial year is publicly available in our response to Question 51 in the Finance and Expenditure Committee's 2023/24 Annual Review of Inland Revenue (page 120):

- www.parliament.nz/resource/en-NZ/54SCFIN_EVI_8f080cae-f383-4d74-21bf-08dcee21bb3d_FIN3254/f1ec8f8be287e60806bb7ad965385dce58c8df4eb

Therefore, this part of your request is refused under section 18(d) of the OIA, as the information is publicly available.

Question 2

Your request for any reported problems with the companies used for advertising and public relations (including incompetence, deceptive use of public funds, minority staff abuse, deceptive practices and careless mistakes) is refused in full under section 18(e), as the documents alleged to contain the information requested do not exist.

Question 3

No company was hired to run the hashed data. During the 2023/24 financial year, some advertising campaigns included targeted social media posts, while others did not. The campaigns were either managed by external agencies or handled in-house through paid social media posts. Regardless of the management method, the advertising agencies were not responsible for

uploading hashed data to social media platforms. This was managed by the Inland Revenue marketing team.

Right of review

If you disagree with my decision on your OIA request, you can ask an Inland Revenue review officer to review my decision. To ask for an internal review, please email the Commissioner of Inland Revenue at: CommissionersCorrespondence@ird.govt.nz.

Alternatively, under section 28(3) of the OIA, you have the right to ask the Ombudsman to investigate and review my decision. You can contact the office of the Ombudsman by email at: info@ombudsman.parliament.nz.

If you choose to have an internal review, you can still ask the Ombudsman for a review.

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 for your request.

Yours sincerely



Pip Knight
Service Leader, Marketing & Communications