



17 October 2024

OIAD-1280

9(2)(a)

Dear 9(2)(a)

Thank you for your email of 22 September 2024 requesting the following under the Official Information Act 1982 (the Act):

1. Please consider this correspondence to be a request pursuant to the Official Information Act 1982.
2. Does Climate Change Chief Executives Board pay for advertising services on the Facebook, Instagram, LinkedIn, 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 Climate Change Chief Executives Board use any agencies to place or manage that advertising, if so who?
 - c. If Climate Change Chief Executives Board uses any agencies to place or manage that advertising, what is (or are) the names of each of those agencies?
 - d. If Climate Change Chief Executives Board uses any agencies to place or manage that advertising, please provide copies of a and all legal agreements between that advertising agency and Climate Change Chief Executives Board.
3. If Climate Change Chief Executives Board 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 Climate Change Chief Executives Board 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 Climate Change Chief Executives Board 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 Climate Change Chief Executives Board 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 Climate Change Chief Executives Board 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 Climate Change Chief Executives Board received any complaints about this practice, if so, when was the complaint received? Please provide copies of the complaints and any responses.*
- l. If so, did Climate Change Chief Executives Board consult with the office of the Privacy Commissioner on this practice? If so, when?*
- m. If so, has Climate Change Chief Executives Board 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 Climate Change Chief Executives Board 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 Climate Change Chief Executives Board have a dedicated account manager with Meta, Google, LinkedIn, Tok 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 Climate Change Chief Executives Board 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.

The Climate Change Chief Executives Board Unit (the Unit) is responding to this request on the behalf of the Climate Change Chief Executives Board (the Board). No information in scope of your request is held. Neither the Board nor the Unit pay for or use advertising services on digital platforms, and no members of the Board or Unit have met with, or had any correspondence with, any representative from any digital advertising platform.

Therefore, the Unit is refusing your request in full under section 18(g)(i) of the Act, as the information requested is not held by the Ministry, and we have no grounds to believe it is held by any other agency.

You have the right to seek an investigation and review by the Office of the Ombudsman of my decision relating to this request, in accordance with section 28(3) of the Act. The relevant details can be found on their website at: www.ombudsman.parliament.nz.

Please note that due to the public interest in our work the Ministry for the Environment publishes responses to requests for official information on our [OIA responses page](#) shortly after the response has been sent. If you have any queries about this, please feel free to contact our Ministerial Services team: ministerials@mfe.govt.nz.

Yours sincerely



Amy Tisdall

Manager – Climate Change Chief Executives Board Unit
Ministry for the Environment | Manatū Mō Te Taiao