

12 December 2013

Alex Harris

[fyi-request-1304-3db10806@requests.fyi.org.nz](mailto:fyi-request-1304-3db10806@requests.fyi.org.nz)

Dear Mr Harris

**Local Government Official Information and Meetings Act 1987 (LGOIMA)**

**CAS-137864-W4T5D0**

Thank you for your email dated 13 November 2013, which Auckland Transport received on the same date requesting:

1. A list of all those "carefully selected third parties" hop card information has been shared with,
2. What, if anything, those parties paid Auckland Transport for access to this information,
3. How many hop card users have provided personal information,
4. How many hop-card users have opted out of sharing their private information.

Auckland Transport does not sell or otherwise provide or make available customer details to any third party for marketing purposes. We comply with the provisions of the Privacy Act 1993 and have strict rules in place to govern what customer information we collect, how it is stored, used and retained. These same rules also govern whom we can share information with and in what circumstances.

**1. A list of all those "carefully selected third parties" hop card information has been shared with.**

As part of our daily operations in delivering the public transport service network, we work with external organisations such as NZ Bus (bus operations), Transdev (rail operations) and Fullers (ferry operations). We do not provide these organisations with customer information as a matter of course. However, there may be occasions where we share limited customer information, with the customer's permission, proportionate to the situation and in line with the provisions of the Privacy Act 1993. An example would be where a customer has lodged a complaint against a particular bus operator, we would provide limited customer information to the operator to enable them to fully investigate and respond to the issue.

**2. What, if anything, those parties paid Auckland Transport for access to this information?**

Auckland Transport does not sell, provide or otherwise make available customer information to any third parties for marketing purposes.

**3. How many hop card users have provided personal information?**

As at 10 December 2013 there are 94,752 registered AT HOP cards.

**4. How many hop-card users have opted out of sharing their private information?**

170 customers have requested to opt out of sharing their details. Customers who do not register their cards are, by default, choosing not to share their information.

We trust the information has addressed the issues raised however should you believe that we have not responded appropriately to your request, you have the right in accordance with section 27(3) of the LGOIMA to make a complaint to the Office of the Ombudsmen to seek an investigation and review in regard to this matter.

If you have any further queries please contact Auckland Transport on 355 3553 quoting Official Information request number CAS-137864

Yours sincerely



Mark Lambert

**Group Manager Public Transport Operations**