



OIA22-0485

Shane Gibson
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Tēnā koe Shane

Thank you for your email of 1 June 2022 requesting information relating to Google Analytics data. Your request has been considered under the Official Information Act 1982 (OIA).

You requested the following:

I note on your website <https://www.mpi.govt.nz> you are using Google Tag Manager and Google Analytics to record details of visits to your website.

Can you please provide the following:

- 1) The length of time this Google Analytics data is retained for.*
- 2) A copy of the Information Management policy that this data retention period is based upon.*

Retention of Google Analytics data at Ministry of Primary Industries (MPI) is governed by the General Disposal Authority 6 (GDA6). Disposal authorities are issued by Archives New Zealand in accordance with organisational record-keeping requirements under section 18 of the Public Records Act (PRA), to allow organisations to legally dispose of common corporate public records and information.

Google Analytics data falls under GDA6 class 1.2.3 Administrative Planning and Reporting: *Information services activity reports*. These records are retained for seven years before being destroyed.

The GDA6 is available to view online:

<https://assets.ctfassets.net/etfoy87fj9he/78KkF8gKV8zhvi17aYrpDK/e0543d28f8f8ac4ff7452ca342c344e8/16-GDA6-General-disposal-authority-6.pdf>

I trust the information provided is of assistance. Should you have any concerns with this response, I would encourage you to raise these with the Ministry for Primary Industries at Official.InformationAct@mpi.govt.nz. Alternatively, you are advised of your right to also raise any concerns with the Office of the Ombudsman. Contact details are: Office of the Ombudsman, PO Box 10152, Wellington 6143 or at info@ombudsman.parliament.nz.

Ngā mihi nui,

Paul Lovett
Chief Digital Officer