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12 July 2022

Shane Gibson

By email: fyi-request-19553-695bb492@requests.fyi.org.nz
Ref: H202207299

Tēnā koe Shane

Response to your request for official information

Thank you for your request under the Official Information Act 1982 (the Act) to the Ministry of Health (the Ministry) on 1 June 2022 for information regarding Google Analytics. You specifically requested:

"I note on your website <https://www.health.govt.nz> you are using 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."*

The Ministry uses Google Analytics data to analyse trends and compare use of the site and various resources over time. No personally identifiable information is collected as part of this (the IP address is collected by Google Analytics but is not available in the reporting interface).

Information retention is governed by the Ministry's Retention and Disposal Policy and Archives New Zealand General Disposal Authorities rather than an Information Policy. Data of this type is kept for as long as it is administratively required. An extract of the relevant section of the Ministry's policy is available below:

Class Number	Class Description	Examples	Minimum retention period by agencies	Disposal Action	Previous GDA Ref
	Systems				
8.1.7	Agency Internet/Intranet Development, Management & Administration Records relating to the development, management & administration of internet & intranet sites	<ul style="list-style-type: none"> • Development & design of sites • Meeting minutes • Updates of sites 	When administratively no longer required	Destroy	• GDA4 11.11

For further information please refer to the Archives New Zealand website:
<https://www.archives.govt.nz/manage-information/how-to-manage-your-information/disposal/disposal-process>.

Under section 28(3) of the Act, you have the right to ask the Ombudsman to review any decisions made under this request. The Ombudsman may be contacted by email at: info@ombudsman.parliament.nz or by calling 0800 802 602.

Please note that this response, with your personal details removed, may be published on the Ministry website at: www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests.

Nāku noa, nā

A handwritten signature in blue ink, appearing to read 'S. Turner', is positioned above the typed name.

Sarah Turner
Deputy Director-General
Government and Executive Services