

1 May 2023

Asher Wilson-Goldman  
fyi-request-22286-1ac8f234@requests.fyi.org.nz

IR-01-23-9493

Dear Asher

I refer to your Official Information Act 1982 (OIA) request of 27 March 2023 regarding the following:

*'I just saw what appeared to be a genuine NZ Police car and uniform on a TV advertisement for a Suzuki vehicle. Can you please advise if Police have approved the use of their logo, uniform and vehicle in this ad, and if so, please provide all details of any agreement reached with Suzuki that allows this use, as well as all internal communications and communications with Suzuki regarding this'.*

Police is unable to prevent the portrayal of police characters in advertisements generally; instead, our focus is on ensuring that there are clear guidelines regarding what elements of the official New Zealand Police (Police) uniform they can use.

For example, while some generic police uniform items can be hired externally (not through Police) the following may not be used:

- the Police Crest
- the Police Coat of Arms
- referenced to 'New Zealand Police'
- the Police logo.

In the instance of the Suzuki advertisement you have referred to, the company created their own coat of arms, their own crest, and do not refer to 'New Zealand Police'. Another example would be the representation of police officers in the TV show *Wellington Paranormal*.

Police would also consider whether the use of Police in any advertising had breached the law - in terms of impersonation of a New Zealand Police officer, and or implied authorisation by Police. In the context of the Suzuki advertisement – its scripting, delivery, and the context – we did not have any concerns.

Please see our guidelines on the [Police website here](#).

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**Police National Headquarters**

180 Molesworth Street. PO Box 3017, Wellington 6140, New Zealand.  
Telephone: 04 474 9499. Fax: 04 498 7400. [www.police.govt.nz](http://www.police.govt.nz)

You have the right, under section 28(3) of the OIA, to ask the Ombudsman to review my decision if you are not satisfied with the way I have responded to your request. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Jane Archibald', with a large, stylized initial 'J'.

Jane Archibald  
Executive Director – Media and Communications  
Police National Headquarters