

8 October 2024

Russell N
fyi-request-28214-1d0c6407@requests.fyi.org.nz

Tēnā koe Russell

Request for information

Thank you for your Official Information Act 1982 (OIA) request of 27 August 2024, in which you requested information relating to an online gaming community named “Beehive Roleplay”.

Please find below a response to each of your questions.

(1). Is the New Zealand Police aware of this online gaming community?;

Police are aware of Beehive Roleplay and have been working with our legal team since April 2024 about what action could be taken.

On Monday 16 September 2024 the Police Brand and Marketing team sent a cease and desist to Beehive Roleplay for unauthorised use of New Zealand Police Articles and Intellectual Property. They have acknowledged our cease and desist and have confirmed they are taking action to remove all police-related branding.

(2). Does the New Zealand Police approve of the use of the "New Zealand Police" and subsequent branding used by the online community?;

(5). Does the New Zealand Police believe the use of their identity in the community affects their representation to overseas members?;

As above Police did not approve of the use of the New Zealand Police branding for this purpose and have taken action to stop the use of our brand.

(3). Is the New Zealand Police aware of Constabulary staff being involved with the online community, in a "director" or "ownership" form?;

(8). Is the New Zealand Police aware that "BeehiveRP Limited" was a registered company with the New Zealand Companies Office, with details of Constabulary staff publicly available?;

Police are aware that a staff member may be involved.

(4). The community has thousands of members, including some overseas and that of persons under 18, which the constabulary staff talk to on online public and private social media platforms, does the New Zealand Police endorse or approve of this?;

Staff using online social media platforms is not against the Police Code of Conduct.

(6). Is the New Zealand Police aware that Constabulary staff provide advice online to members of this community that includes adults, adolescents and children?;

(7). Is the New Zealand Police aware of the content that is shared within this community, including that by Constabulary staff showing photographs and videos inside Police vehicles and at Police events?;

As above Police did not approve of the use of the New Zealand Police branding for this purpose and have taken action to stop the use of our brand. The New Zealand Police Code of Conduct applies to what police staff do outside of working hour and Police expect staff to be mindful of their behaviour, whether they are working or not – they represent the New Zealand Police.

(9). Any internal New Zealand Police policies that outline expectations of their staff including conduct, and or similar, relating to online activity;

The New Zealand Police Code of Conduct is publicly available here: [New Zealand Police Code of Conduct | New Zealand Police](#)

(10). Any internal communications that are pre-existing regarding the community and/or constabulary staff.

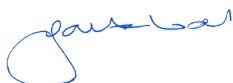
Relevant correspondence has been attached. Note some information in this correspondence has been withheld under section 9(2)(a) of the OIA, to protect the privacy of natural persons.

Further correspondence between the Police brand and marketing team and the Police legal team has been withheld under section 9(2)(h) of the OIA, to maintain legal professional privilege.

You have the right to ask the Ombudsman to review my decision if you are not satisfied with the response to your request. Information about how to make a complaint is available at: www.ombudsman.parliament.nz.

Please note that as part of its commitment to openness and transparency, Police proactively releases some information and documents that may be of interest to the public. An anonymised version of this response may be publicly released on the New Zealand Police website.

Nāku noa, nā



Jane Archibald
Executive Director: Media and Communications
New Zealand Police

From: [Brand User Requests](#)
To: s9(2)(a)
Subject: RE: [EXTERNAL] Query on possible un-authorized brand use
Date: Monday, 25 March 2024 2:16:00 pm
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

Kia ora s9(2)(a)

Thanks for bringing this to our attention.

This is obviously not something Police would approve of.

We will follow this up with the website host.

Thanks,

Marketing and Brand team

Media & Communications
Police National Headquarters

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From: s9(2)(a)s9(2)(a)s9(2)(a)s9(2)(a)
Sent: Thursday, 21 March 2024 1:52 am
To: Brand User Requests <@..>
Subject: [EXTERNAL] Query on possible un-authorized brand use

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Team,

Just querying weather the following website has received permission from Police to be 1) using their brand and 2) Selling items that use the police logo.

<https://www.beehivevp.com/store/category/1-emergency-unlockables/>

All of these cars are for use in Grand Theft Auto 5, A game which I am sure the police do not support.

If they have received permission, Can I please have the date this was given? and if it was

not given, what step NZ Police will be taking to ensure the brand name is protected.

Thanks

