

Privacy benefits all New Zealand

We have set our purpose as ‘ensuring that privacy is a core focus for agencies’ because we believe it’s the best way to improve the outcomes of the privacy system. Our interventions are designed to drive improvements to the privacy understanding and capabilities of agencies and to increase the priority and importance of privacy in their decision making.

Our indicators on the performance of the privacy system and privacy outcomes are outlined in the section, ‘Progressing toward our objectives and privacy outcomes’.



Good privacy practices reduce the likelihood of a breach happening, and if it does occur, they reduce the harms caused by privacy breaches.



Individuals are more confident that their privacy is protected

When people trust that their personal information will be treated as a taonga, it gives them confidence in an agency.

Good privacy practices reduce the likelihood of a breach happening, and if it does occur, they reduce the harms caused by privacy breaches, whether emotional, reputational, financial, or physical. In 2024/25, when we helped settle a privacy complaint with a financial settlement, the average settlement amount was over \$13,000. When the Human Rights Review Tribunal has considered privacy cases this year and determined there should be a financial settlement, the average settlement amount for emotional harm or injury to feelings was over \$21,000.

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Agencies can better achieve their own objectives through respecting the privacy rights of New Zealanders

Agencies use the personal information that people give to them to deliver goods or services, either for profit or as a public service.

Privacy breaches create high costs to agencies both in remedying what went wrong and, in some cases, reimbursing customers. It can also impact the ability of the business to deliver products or services, as important data may have been lost, and there could be a loss of existing customers or clients. In our 2025 survey of New Zealander's attitudes to privacy, 67% of respondents said they would likely change service providers if they heard that their provider had poor privacy and security practices.

 67%

OF RESPONDENTS SAID THEY WOULD LIKELY CHANGE SERVICE PROVIDERS IF THEY HEARD THAT THEIR PROVIDER HAD POOR PRIVACY AND SECURITY PRACTICES

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The right to privacy and the protection of personal information is valued in New Zealand

The outcomes of the privacy system extend beyond the interactions of individuals and agencies.

Collectively, a society that values privacy and personal information is one where its people can have greater trust in government and institutions because they know that the information that is precious to them will be well treated. This trust helps drive better outcomes by encouraging engagement in democratic and consultation processes, helping to inform the design of effective services, and tackling complex problems. This trust is especially important for whānau, hapū, and iwi in achieving their aspirations for fair and just outcomes and data sovereignty. We contribute to this trust through our statutory independence that provides the public with a 'watch dog' who advocates on their behalf.



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