

## WHO WE ARE

## WHAT WE'RE HERE FOR

## HOW WE'LL DO IT

**Our role is to be:**

An effective modern privacy regulator both in New Zealand and abroad.

**To achieve this we:**

Work to promote a culture in which personal information is protected and respected.

**And our objectives are to:**

make privacy protection effective and easy to achieve

keep the costs of privacy compliance at a minimum

be a responsive, fair, and trusted regulator

be influential and promote good privacy practice.

**We'll deliver this by being:**

Fair

Proportionate

Consistent

Accountable

Transparent

Partnering with Māori

The Privacy Commissioner has a range of tools at their discretion when responding to privacy concerns and issues. These allow the office to take the most appropriate response in the circumstances. The factors we consider when deciding what approach to take are:

How serious, widespread or systematic the issue is

Whether the agency's attitude suggests the issue is willful, negligent or intentional

Whether there is a broader public interest in the matter because of its educational, deterrent or precedential nature

Whether OPC can effectively partner with another regulator to achieve compliance

The conduct the agency has displayed, eg staff education, proactive engagement with OPC etc

How effective any action is likely to be



Privacy Commissioner  
Te Mana Mātāpono Matatapu