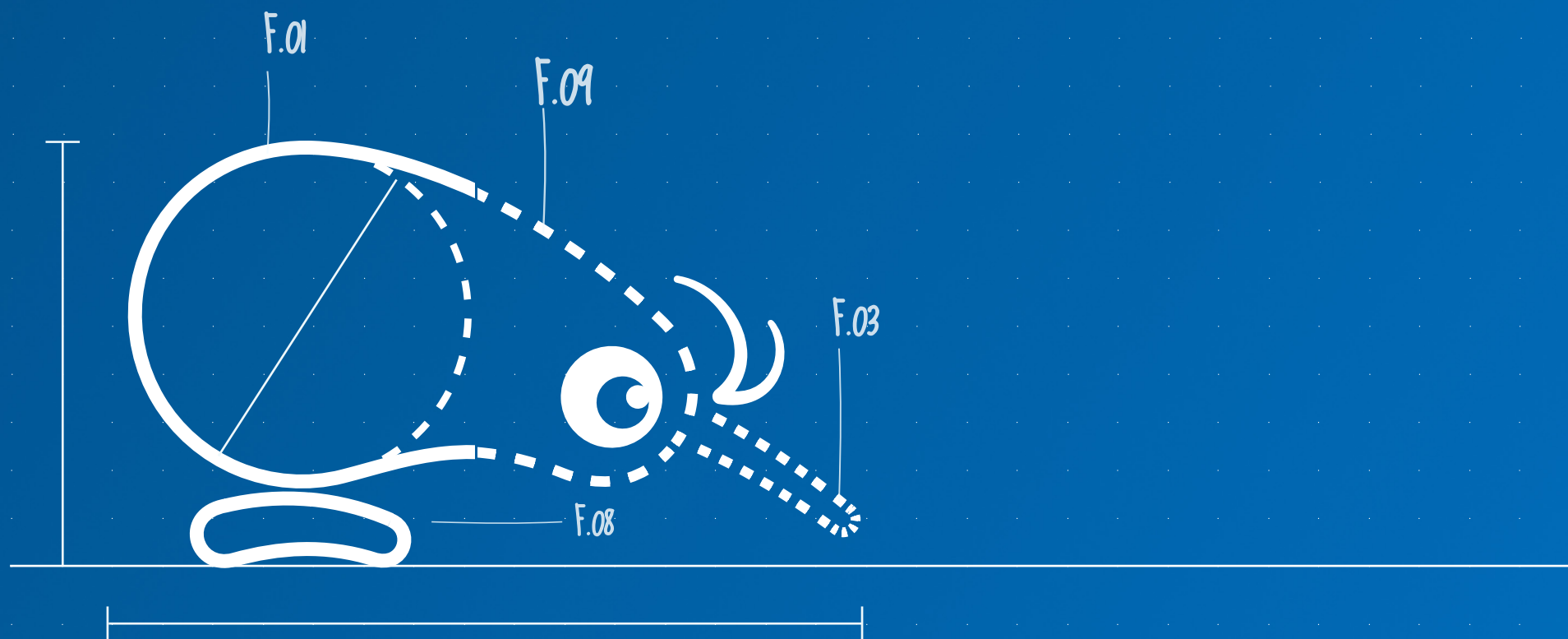


trademe

Transparency report 2023

Pūrongo Pūataata 2023



We believe in being **open and honest** with our members

This is our eleventh annual Transparency Report outlining the releases we make to New Zealand Government agencies containing our members' personal information. We release this report every year as part of our ongoing commitment to being open and transparent with our members.

Requests for user data are commonplace for many companies in Aotearoa, but very few proactively share information on the releases they make. We believe in being upfront about how and why we might release our members' information.

Our Trust & Safety team works hard to release relevant and necessary information when it's legally requested of us.

The release of our members' data can do a lot of good for the community by assisting agencies to uphold the law to keep Kiwi safe, but it's important we are open and transparent about the process.

It's our hope that by being transparent in our interactions and releases to government agencies, Kiwi will understand both the purpose and the benefits that information releases can have on our communities.

We challenge other companies to follow suit.



Why Trade Me releases personal information

Part of our Trust & Safety team's remit is to help keep our community safe both online and offline. One of the ways we do this is by working with government agencies that make legally authorised requests for information from Trade Me.

Government agencies also have legislative powers to request personal information.

In most cases, the information we share with government agencies is released at our discretion under Principle 11(e) of the Privacy Act.

As outlined in our [Terms and Conditions](#) and [Privacy Policy](#), this principle enables us to release information to government agencies to help them enforce the law, and protect our community.

In these cases, we might choose to provide the New Zealand Police with information to

help them find a missing person, or work with the Ministry for Primary Industries to remove a pest plant.

There are other reasons for us releasing member information too. For example, the Police might send a production order, or a government agency might send a compulsion order under their guiding legislation.

In these instances, we are legally compelled to release the information and ensure that only the specific information requested is released.

The agencies sending us these requests understand our members' privacy is our top priority and if we have concerns, we will push back. These requests take a considerable amount of time and effort from our team, so it's imperative we get it right.

We detail these push backs later in the report.



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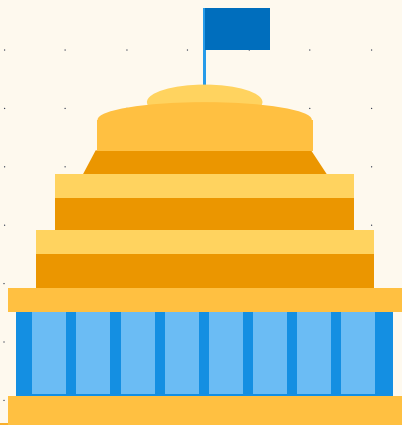
What do our releases look like?

He pēhea te āhua o ā mātou whakaputanga?

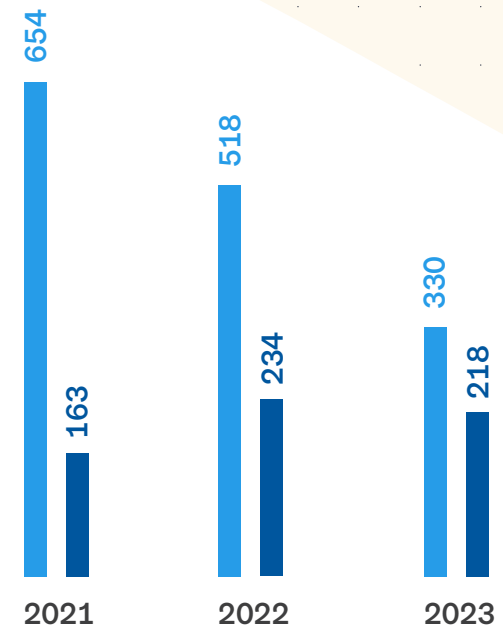
This report covers releases of our customers' personal information to government agencies between 1 July 2022 and 30 June 2023.

The graph outlines the total number of releases we've made of customers' information to government agencies.

The data is split between the New Zealand Police and all other government agencies to provide more detail.



■ Police | Ngā Pirihimana
■ Government | Te Kāwanatanga



The New Zealand Police Ngā Pirihimana o Aotearoa

The New Zealand Police is the primary government agency that reaches out to us the most with requests for information. We also proactively contact and liaise with the Police on behalf of our members to help ensure perpetrators are held accountable.

This reporting period saw a 36 per cent decrease in the number of voluntary releases we made to the New Zealand Police under the Privacy Act when compared with the previous year.

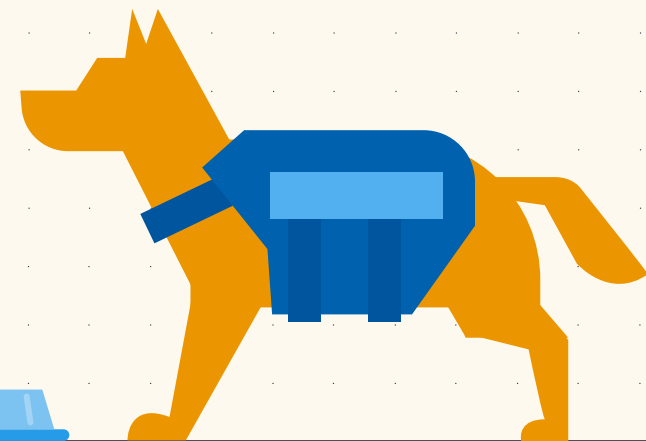
In total, we made 71 compulsory releases under production orders this year.

In the past 12 months, we declined 92 requests for information from the New Zealand Police.

Releases made to Police in 2023

78% Releases made under Privacy Act

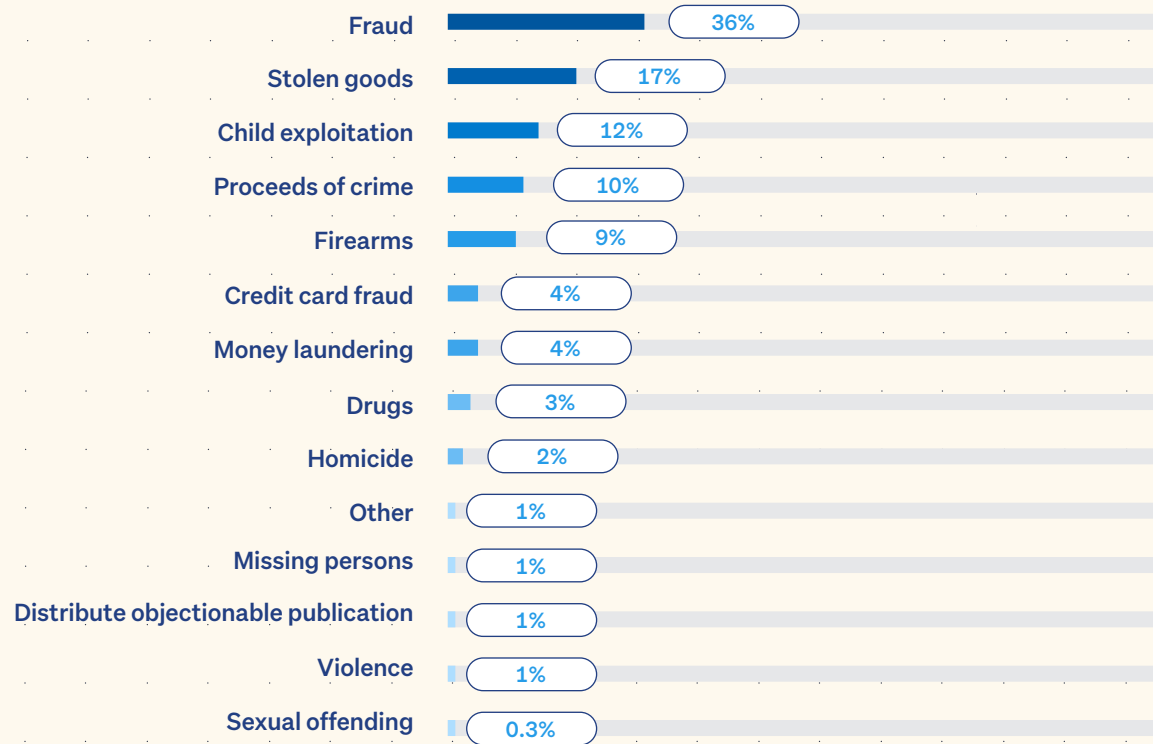
22% Releases made under a production order



Subject matter

Ngā Momo Kaupapa

This graph outlines the subject matter of each release we made to the New Zealand Police during this reporting period.



Of note, releases regarding stolen goods were down by 47 per cent when compared with the year prior.

Drug related releases also fell by 78 per cent year-on-year.

We put this down to our ongoing efforts to strengthen our site policies and release framework.



Releases by location Ngā whakaputanga, mā te rohe

We only release member data to the Police when we are satisfied that the request is lawful, reasonable, and appropriate, or we are compelled to under a specific legal regime.

If a request doesn't meet all of our criteria, we will decline and seek clarity and/or more information. If it still doesn't sit right with us, we won't release member data at all.



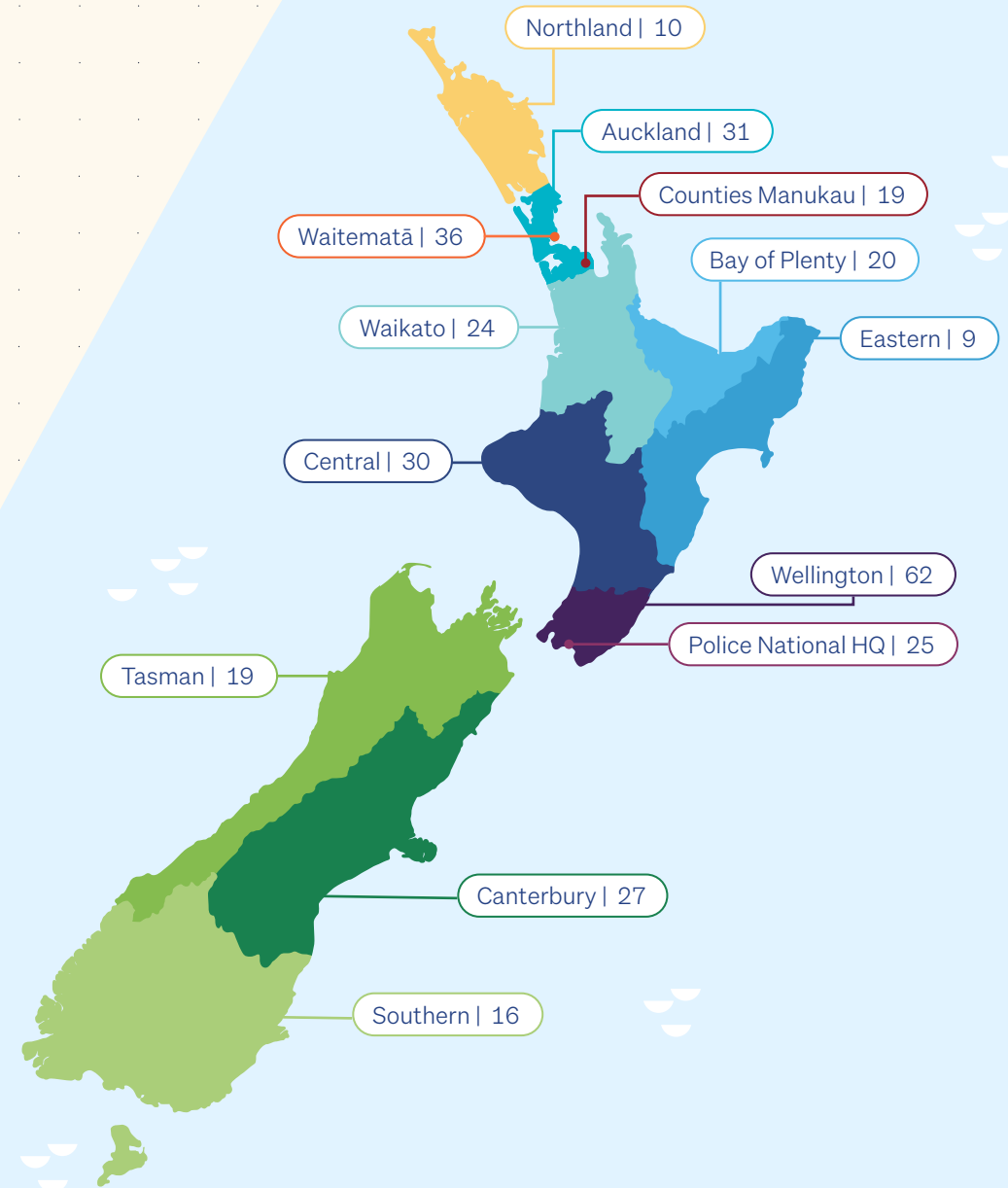
1

Release made after
initial decline



92

Requests
declined



Government agency enquiries

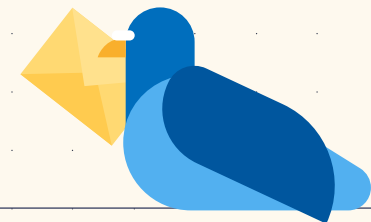
Ngā pātai mai i ngā hinonga kāwanatanga

We assist a number of government agencies with their investigations into matters that occur both onsite and offsite. For example, we work with the Ministry for Primary Industries to help with biosecurity and pest plant management. We also work with the Commerce Commission and the Ministry of Business, Innovation and Employment on product safety-related matters.

We work with the SPCA and proactively make contact if we have concerns about the welfare of animals listed onsite. This often results in a request for information.

In the past 12 months, we saw a 6 per cent decrease in releases made to government agencies when compared with the year prior. This includes releases made to the Ministry for Primary Industries, the New Zealand Security Intelligence Service, and the Ministry of Business, Innovation and Employment.

Top government agencies by enquiry

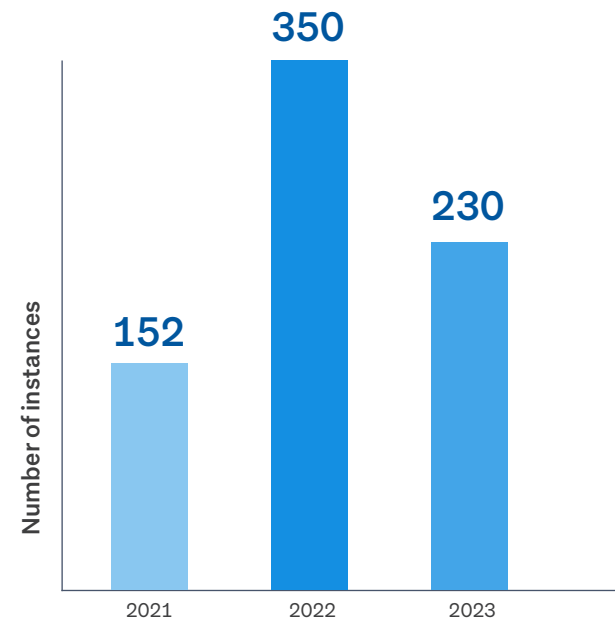
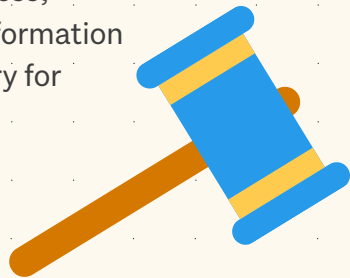


Disputes Tribunal Te Rūnanga Takawaenga Tautohe

This year the number of instances where we released member details to assist with the filing of a Disputes Tribunal case decreased by 34 per cent.

Our Disputes team works hard to resolve as many disputes as we can under our [Buyer Protection policy](#).

We only release relevant information about a trade if a member provides us with a completed statutory declaration witnessed by a Court Registrar, Deputy Registrar, Justice of the Peace, or any other authorised witness, and only where the information is absolutely necessary for those proceedings.



Your data at your fingertips

Ko ō raraunga kei mua tonu i tō aroaro

You are welcome to request the personal information a company holds about you at any time.

To get the information Trade Me has about you, you can [contact us](#) with a request under Principle 6 of the Privacy Act.

There are all kinds of reasons our members may want their data. It could help them resolve a dispute, keep records of 'what goes where' or help with employee relations.

Equally, there are reasons why we might push back on a request. For example, if a member were to request information from us that included another member's data.



2,915

members requested information about their own account



317

members asked for a copy of a listing they made



1,082

members asked for information about a trade they took part in



49

requests approved to delete members' data



26

requests declined to delete members' data

