

Data has the power to change lives and transform how New Zealanders connect with the world.

When used securely – protecting privacy and confidentiality – and with New Zealand’s trust and confidence, data can provide rich insights about us and our communities.

Our data system is enabled by having the right checks and balances in place.

Data supports:

- **Kiwis** to make informed decisions about their own lives
- **Government** to make decisions and deliver services to citizens
- **Organisations** to meet the changing needs of their customers.

