

18 February 2021

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Dear [REDACTED]

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 12 February 2021 via telephone.

You have requested: *When you sign up on the Sorted website I want to know what are all the ways in which that data is used when answering those two questions? Is it used in reports?*

CFFC is highly conscious of the need to handle our customer data carefully and responsibly in line with the Privacy Act obligations and GDPR best practice. We have in place processes that cover the Data Privacy Principles as to how we collect, use, hold, disclose, access, correct, manage and dispose of personal information.

On Sorted's Privacy page we explain what information we collect and how it is processed and protected from sharing. When a person signs up, we point to this along with the website Terms and conditions. In particular we specify -

We do not collect any of your personal data with any of the tools that you use on our site, for example the Budgeting tool, Goal planner, Personality quiz, Net worth calculator, Debt calculator, Mortgage calculator, Retirement planner, KiwiSaver savings calculator, KiwiSaver fees calculator, Savings calculator, Investor kickstarter, Smart Investor and the KiwiSaver fund finder. These calculators are for your use only; the data is not stored with your personal credentials and will remain completely anonymous. Nothing can be identified.

The detail is here: <https://sorted.org.nz/privacy-policy>

The data on sentiment (*I feel like I'm...with my money*) and interest (*I'd like to sort my...*) selection is only used by us in two ways:

- To tailor the website content experience so the user receives the relevant content. This can only happen if a user is logged in
- To tailor relevant email communications if a user remains subscribed to receive them.

Aggregate user data, using a non-personal identifiable data process, is used by us to understand more about the audience groups are using Sorted and in what money mindset. This helps us develop appropriate content. Individual data is not identifiable in this process.

Individual personal data is not used in any other way. On request, we can remove any person's data from our system: but this will reduce aspects of content relevance in the website experience on Sorted.org.nz and with any email communications.

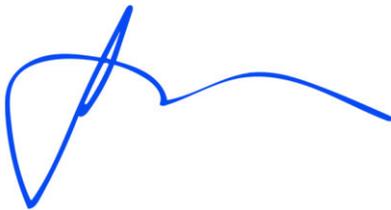
So, in short no reports, internal or external, are generated using identifiable data and only a small number of authorised people have access to the full database. We are acutely aware of our privacy obligations and the importance of maintaining trust in the Sorted system.

Please contact me if you need any further information.

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). CFFC proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the CFFC website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Yours sincerely

A handwritten signature in blue ink, consisting of a large loop on the left and a long, sweeping tail extending to the right.

Jane Wrightson
RETIREMENT COMMISSIONER