

**From:** [Kristina Temel](#)  
**To:** [REDACTED]  
**Cc:** [Braedyn Freebairn](#); [Jarrod Baker](#)  
**Subject:** General election 2023: Google ad the Electoral Commission  
**Date:** Monday, 20 March 2023 1:53:00 pm  
**Attachments:** [image001.jpg](#)

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Kia ora [REDACTED],

I thought it would be a good time to introduce myself and start touching base with you on the election integrity measures Google will have in place for the New Zealand general election.

In 2020 we worked with [REDACTED] and [REDACTED]. [REDACTED] and [REDACTED] were our escalation points and we had their designated email addresses if any issues arose on the platform during the campaign, or on election day, and needed to be escalated for action.

We understand that Google's political advertising policy meant that advertisers were required to undertake a verification process before they could run election ads. Advertisers were able to apply from 19 May 2020. Once they had completed verification, the words "paid for by" would appear in their election ads next to their verified advertiser name. The verification process also required all advertisers running election ads to disclose to Google whether they were required to include a promoter statement in their ads. If so, Google would publish the advertiser-provided promoter statement on their advertiser page in the Transparency Report. They would also expressly require advertisers to comply with all disclaimer requirements under New Zealand law and applicable Commission guidance. During verification, advertisers were also asked whether they were required to obtain authorisation from a candidate or political party secretary to promote the ads in the account. If they indicated that they were required to obtain such authorisation, they were required to upload a copy of the authorisation document. Google regularly published a Political Advertising Transparency Report starting 18 June 2020, including a political ads library with data on funding sources for election ads, the promoter and the amounts being spent. Google also paused all election ads on election day.

There were no issues that needed to be escalated in 2020, but we are keen to reconfirm the escalation process we should use and to understand whether there have been any changes to the measures that Google had in place in 2020. It would also be useful to know whether advertisers have to redo the verification process if they went through that process in 2020 and what dates things like verification and transparency reporting will start this year. We currently have 15 registered parties, but 9 of the party secretaries are new since 2020 and so may need some guidance on what they will need to do. There are also shaping up to be some more umbrella/component party relationships.

There have been no law changes regarding the election advertising rules for the 2023 general election. The only difference is that there are no referendums this time. The Commission is responsible for responding to complaints about an election advertisement that is in breach of the promoter statement or authorisation requirements or the election day rules. If we get a complaint, we will attempt to liaise with the promoter in the first instance. If we cannot contact them, the person does not respond or does not take remedial action and we are satisfied that there is a breach of the Electoral Act, we will escalate via the escalation process. We would also like to again be able to escalate concerns about any false information being provided about the conduct of the election, (for example voter interference and fraud, offers to buy and sell votes with cash or gifts, statements that advocate or provide instructions or show explicit intent to illegally participate in a voting process, misrepresentation of dates, locations, times, and methods of voting, misrepresentation of who can vote, qualifications for voting, whether a vote will be counted, and what information or materials must be provided in order to vote). As before, we will not otherwise escalate matters related to complaints about false or misleading content online as we do not have the mandate to do so except in the very narrow range of circumstances in section 199A of the Electoral Act. We will also make complainants aware of their ability to complain to the platform themselves if they wish to and we will also provide info on the roles of the other agencies including the Advertising Standards Authority, Broadcasting Standards Authority and Media Council.

We have a party secretary briefing scheduled next month so if you could let me know by 10 April whether there are going to be any significant changes that I need to make them aware of, that would be useful.

We also of course welcome the opportunity to work together again with Google to encourage participation in the election. Jarrod Baker from the Commission's communications team is still our person on that aspect and he is keen to discuss that ahead of the key election milestones – for enrolment, start of voting and election day. In 2020 Google took steps to assist the Commission in getting messages out to encourage participation in the NZ election through Google Doodles and other activities.

Happy to schedule a meeting to discuss if that is useful.

Ngā mihi

Kristina

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

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[https://echo.election.net.nz/sites/default/files/ele0156\\_728x90\\_eng\\_2.jpg](https://echo.election.net.nz/sites/default/files/ele0156_728x90_eng_2.jpg)



**From:** [REDACTED]  
**To:** [Kristina Temel](#)  
**Cc:** [Braedyn Freebairn](#); [Jarrod Baker](#); [REDACTED]  
**Subject:** Re: General election 2023: Google ad the Electoral Commission  
**Date:** Sunday, 26 March 2023 8:30:17 pm  
**Attachments:** [image001.jpg](#)

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**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Kristina,

Thanks for your earlier message - it's great to be in contact, and we look forward to supporting your work in the leadup to the New Zealand general election later this year.

[REDACTED] leads on this work for New Zealand and will be your main point of contact (while [REDACTED] is on leave, [REDACTED], on copy will lead). I've also copied my colleague, [REDACTED], who manages our election integrity work for our AUNZ Government Affairs and Public Policy team. It's helpful to know your party secretary briefing will take place on 10 April, and we'll work towards this date.

warm regards,

[REDACTED]



[REDACTED]  
Director, Government Affairs & Public Policy, Australia and New Zealand  
[REDACTED]  
[REDACTED]

Jarrold Baker <[Jarrod.Baker@elections.govt.nz](mailto:Jarrod.Baker@elections.govt.nz)>; [REDACTED]

**Subject:** RE: General election 2023: Google ad the Electoral Commission

Thanks [REDACTED], very helpful.

Have a great break.

Ngāmihi

Kristina

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**From:** [REDACTED]

**Sent:** Monday, March 27, 2023 9:02 AM

**To:** Kristina Temel <[Kristina.Temel@elections.govt.nz](mailto:Kristina.Temel@elections.govt.nz)>

**Cc:** [REDACTED] Braedyn Freebairn <[Braedyn.Freebairn@elections.govt.nz](mailto:Braedyn.Freebairn@elections.govt.nz)>;

Jarrold Baker <[Jarrod.Baker@elections.govt.nz](mailto:Jarrod.Baker@elections.govt.nz)>; [REDACTED]

**Subject:** Re: General election 2023: Google ad the Electoral Commission

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Kristina,

Great to hear from you, and really timely as we have just met with FCB, the advertising agency to the Electoral Commission, to support from a campaign perspective too. Jarrod I will reach out to you on a separate thread to ensure you are across everything.

We are currently running through all of the processes that parties would benefit from knowing about, and collating our guidance in a playbook which my colleagues [REDACTED] and [REDACTED] will be sharing with you prior to April 10th. You will then be able to distribute this to all party secretaries. Whilst verification and transparency reporting was new for 2020, these processes have now been running since implementation and there are no 'start' dates as such as this is now business as usual. For example you can see the transparency report active [here](#). Our playbook will have all details for parties with regards to our policies and verification processes in a step by step format. We will also have an email address included in the playbook that all parties can use, and we also intend on reaching out to all parties to offer support independently.

We will also be launching a weekly newsletter with insights into what people are searching for around key topics such as cost of living, climate change and housing pressures ahead of the 2023 New Zealand Election. You can sign up for it [here](#) and are welcome to distribute this link.

Confirming that you can continue to escalate any questions or concerns to this cohort as we make our way through the year. I am heading away this week through to April 17th, so please reach out to [REDACTED] and [REDACTED] for any questions or clarification.

Looking forward to working together.

On Mon, Mar 27, 2023 at 8:08 AM Kristina Temel <[Kristina.Temel@elections.govt.nz](mailto:Kristina.Temel@elections.govt.nz)> wrote:

Hi [REDACTED]

Thanks for you message.

Look forward to hearing from the team.

Ngā mihi

Kristina

**From:** [REDACTED]  
**To:** [Kristina Temel](#)  
**Cc:** [Jarrod Baker](#); [Braedyn Freebairn](#); [REDACTED]  
**Subject:** Google Elections Playbook 2023  
**Date:** Friday, 21 April 2023 12:15:36 pm  
**Attachments:** [New Zealand Google Elections Ads Playbook 2023.pdf](#)

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**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Kristina,

[REDACTED] here from Google NZ.

I'm part of the team supporting the Electoral Commission this year. Hope you're well!

Just reaching out to share our updated Elections Playbook for 2023, which is attached.

This is designed to be a comprehensive resource for all parties & political advertisers. It covers a range of frequently asked questions and key pieces of info related to using Google products for election advertising.

We were hoping you might be able to help distribute this to all of the party secretaries, so they can start to prepare if need be. We don't have many of the key contacts on hand.

Would also welcome any feedback or suggestions you have on the content!

Look forward to hearing from you.

Regards,

[REDACTED]

--



[REDACTED]  
Account Manager  
[REDACTED]  
[REDACTED]



## Elections Playbook 2023 - Google Aotearoa

**Purpose:** Your Google Account Representatives are here to support you through this period, and have created this playbook to house information relating to New Zealand election ads in one place.

Please refer to this document first when you have questions around account set up, policy, billing, troubleshooting etc.

**Tips:** Use CTRL+F to search for what you need in this document. Alternatively you can click on the headlines and each section below.

**Further Questions:** If you can't find the answer you're looking for in this document, reach out to the Google team by emailing [\[redacted\]](#)

## Essential Information

Here are some key points for election advertisers. We recommend reading these and taking required action ASAP, to ensure you're able to run election ads:

- [Verification](#)
- [Billing & invoicing](#)
- [Ad disclosures](#)
- [Promoter statements](#)

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# Account Setup

## Billing

**Set account up with invoicing:** Google recently changed its payment policies for our large customers with dedicated account teams. We will no longer be accepting credit or debit cards and will now only be accepting payments via monthly invoicing or Direct Debit via automatic payments. This means that you will need to transition your ad account to invoicing to ensure support from dedicated account teams.

### How to set up invoicing

- Please follow steps outlined [here](#) to apply for invoicing. If you run into any issues you can contact [Payments Centre Help](#) and if this is not resolved, reach out to your Google account manager.
- Get an invoice, statement or payment receipt: [Get your Google Invoices](#)

### Credit card nuances

Credit card billing is available, and something for consideration for accounts spending under \$10k NZD per month. However, if you do choose credit card billing, you will only have access to our public support channels (not support from the dedicated elections team).

- [Unapplied credit](#) not being applied to campaigns: If you have unapplied adjustments – such as credits that haven't yet been applied to an invoice – you have two options for applying these credits:
  - Underpay your next invoice by the amount of the unapplied adjustment. For example, if you have \$53 in unapplied adjustments and an open invoice for \$200, make a payment for \$147 (\$200 - \$53), and we'll close out the invoice. Just make sure that you underpay by the exact amount, or we won't know to apply the credit.
  - Email your local Google Ads collections team and tell them how you'd like the unapplied adjustments to be applied. You can request, for instance, that your payment be divided in half and applied to two open invoices. Just be sure to include the invoice numbers and amounts we should apply to each.

# Elections Advertising Guidelines

## What are election ads?

In New Zealand, election ads include ads that feature:

- A political party, current elected officeholder, or candidate for the New Zealand Parliament; or
- A referendum option up for vote, a referendum option proponent, or a call-to-vote once a national referendum is officially declared by an Act or Order in Council.

## Elections advertising verification (mandatory)

To run New Zealand Election Ads in New Zealand in Google Ads and Display & Video 360, an advertiser must first complete Google's [election ads verification](#) process. The application process requires two steps (eligibility check, identification verification), which can take up to 5 business days each.

- Each individual account planning to run election ads will need to be verified. The advertiser is required to verify the end user, not the agency or intermediary acting on their behalf. For example, an agency advertising on behalf of a political party should verify as the political party.
- Tips:
  - You will need to submit documents for verification, so please get those ready ahead of time, due to the up to 10 business days turnaround time. You can find requirements [here](#).

## Verification timing

The application process requires two steps (eligibility check, identification verification), which can take up to 5 business days each.

## Ad disclosures

**Election Ads:** All election ads run by verified election advertisers in regions where election ads verification is required must contain a disclosure that identifies who paid for the ad. For most ad formats, Google will automatically generate a "Paid for by" disclosure, using the information provided during the verification process. Please note that this disclosure is not a replacement for any other disclosures you may be required to include in your ad by law. See [How disclosure appears in different ad formats](#).

For some ad formats and features, it's the advertiser's responsibility to include in-ad disclosures in election ads. Learn more about the [policy](#).

To provide transparency for users, Google will also publish a [Political Advertising Transparency Report](#) and a political ads library (see more in “[Election Advertising Reporting](#)”).

**Other ads:** For ads you run that are not election ads, most ad formats will contain a disclosure. Google will also make publicly available additional information about your account(s) and non-election ads, as described [here](#).

- **Tips:**
  - Because information in the Google Ads payment profile is used for verification, if you make changes to your payment profile in Google Ads, you'll need to complete identity verification again. You'll receive an [in-account notification](#) when this is required.
  - If you change your account's invoice setup, you'll need to verify your account again to run election ads.
  - **How do paid-for-by disclosures appear in different ad formats?**  
Curious to see what ad disclosures look like by format? You can find that [here](#) under “How disclosures appear in different formats”.

## Individual vs. organisation

You can be verified to run election ads as an organisation or an individual.

- You're an organisation if you are a political party or related entity, non-profit organisation, business or other entity. If you need to be verified as an organisation, the 'Account type' selected for your Google Ads payments profile must be 'Business'.
- You're an individual if you are a natural person, sole trader or do not otherwise meet the criteria for being verified as an organisation. If you need to be verified as an individual, the 'Account type' selected for your Google Ads payments profile must be 'Individual'.
  - Individual accounts - adding/changing login details, what's possible: only 1 email is allowed access for individual accounts; if changes are needed, a new account will need to be created.
- **Tips:**
  - The advertiser can check the “Account type” in their Google Ads payment profile via the “Settings” page for “Billing & payments.”
  - Note that the “Account type” can't be modified. If the advertiser's “Account type” is “Individual,” but they need to verify as an organisation, or vice versa, we recommend they create a new Google Ads account with the appropriate “Account type” setting before applying for verification.

## Promoter statements

The electoral commission requires a promoter statement to be added to all advertising activity. A promoter statement shows the name and address of the person promoting the advertisement. [See details on the electoral commission website.](#)

## Targeting options & restrictions

*Note: the below applies to negative targeting as well.*

- Only the following criteria may be used to target election ads in regions where election ad verification is required:
  - Geographic location (except radius around a location)
  - Demographic: age & gender
  - Contextual targeting options such as: ad placements, topics, keywords against sites, apps, pages and videos
- All other types of targeting are not allowed for use in election ads.
- Please see the external article [here](#) for details
- **Note: Language Targeting**  
 Language targeting is applicable for in-language ads, however the New Zealand election ads policy will be enforced on all languages [supported](#) by Google Ads / DV 360.

## Personalised ads / retargeting

According to our [Personalised advertising policy](#), we don't allow targeting users based on identity and belief, as outlined in the following sensitive interest categories:

- *Political affiliation in personalised advertising (This Personalised advertising policy applies to all targeting features.)*
  - *Political affiliation*
    - *Examples: political ideologies, political opinions, political parties, political organisations, political campaigns, engagement in political discourse*
- *Political content in personalised advertising (This Personalised advertising policy applies to all targeting features.)*
  - *Political affiliation*
    - *Examples: Examples: political ideologies, political opinions, political parties, political organisations, political campaigns, engagement in political discourse*

This means retargeting cannot be utilised in election campaigns, as political affiliation could be inferred from a user's browsing activity.

## Key Dates & Cut-off Times

### Key election dates

2023 GENERAL ELECTION TIMETABLE	
Friday 14 July	Regulated period for election advertising expenses begins. <a href="#">Details on this here.</a>
Friday 8 September	Dissolution of Parliament
Sunday 10 September	Writ Day - the Governor General issues formal direction to the Electoral Commission to hold the election
Noon, Friday 15 September	Nominations close for candidates
Wednesday 27 September	Overseas voting starts
Monday 2 October	Advance voting starts
Friday 13 October	Advance voting ends
Friday 13 October	Regulated period ends. All election advertising must end. Signs must be taken down by midnight.
Saturday 14 October	Election day. Voting places open from 9.00am to 7.00pm Election night. Preliminary election results released progressively from 7.00pm on <a href="http://www.electionresults.govt.nz">www.electionresults.govt.nz</a>
Friday 3 November	Official results for the 2023 General Election declared
Thursday 9 November	Last day for the return of the writ

### Turning off election ads

New Zealand Election Ads in New Zealand must comply with New Zealand law on silence periods.

### Promoter Statement

Advertisers who want to run New Zealand Election Ads in New Zealand must follow New Zealand law and applicable Electoral Commission guidance related to disclaimers, including having a clear promoter statement in their ads where required. If required by law, advertisers must obtain authorization from a political party or candidate before purchasing ads.

# Elections Transparency Report

## What is the Google Transparency Report?

- The Transparency Report is launched as part of our commitment to support election integrity and transparency in political advertising.
- Our goal is to provide information that helps everyone better understand how ads of political importance work online. The publicly accessible report reveals advertiser information (name and address), ad creative, impressions/volume, and amount spent on election ads by verified advertisers.
- Access the report [here](#).

## When will my clients appear in the Transparency Report?

Ads, spend, and other account data will appear in the weekly update of the Transparency Report if their account is verified and ads within the same account have been classified as election ads. The Transparency Report updates on a weekly basis, so your client's ads may not appear immediately.

# Policy Restrictions

## Can election advertisers run election ads related to COVID-19?

- Verified election advertisers will be able to run election ads related to COVID-19 as long as those ads comply with our ads policies. Election ads from verified accounts that were previously disapproved under our sensitive events policy will need to be resubmitted for approval. If your ads were not previously disapproved, your campaign will automatically serve as soon as our system updates. Note that targeting COVID-19 keywords will still be restricted.

## YouTube community guidelines for content and misinformation (eg. Climate Change, COVID)

- The YouTube Community is one that's built on trust. Please abide by YouTube's community guidelines when creating content and ads for YouTube. You can read more about those guidelines [here](#).
- If your content violated YouTube's Community Guidelines, your channel will be issued a strike. More information on the strike policies can be found at [Community Guidelines strike basics](#).
- Covid-19/Vaccinations misinformation guidelines can be found [here](#).
- Addressing climate change denial can be found [here](#).

- As part of our continued efforts to help fight misinformation and bring greater transparency and context for content on the platform, we've launched the [information panel giving topical context](#) in New Zealand. This shows information from third party sources, such as Wikipedia and Encyclopedia Britannica, alongside videos on a number of well-established topics that can be prone to misinformation.

### **When videos are removed, for example, for Covid-19:**

- See YouTube's [COVID-19 medical misinformation policy](#). YouTube doesn't allow content about COVID-19 that poses a serious risk of egregious harm. YouTube doesn't allow content that spreads medical misinformation that contradicts local health authorities' (LHA) or the World Health Organization's (WHO) medical information about COVID-19. This is limited to content that contradicts WHO or local health authorities' guidance on: Treatment, Prevention, Diagnosis, Transmission, Social distancing and self isolation guidelines, and the existence of COVID-19.
- If a video is removed for violating YouTube's [Covid-19 medical misinformation policy](#), the advertiser should receive an email to the email address which the YouTube channel has listed with relevant information, including an appeals pathway.
- The [YouTube Community Guidelines](#) apply equally to all content uploaded onto YouTube, regardless of who the content creator is. There are limited exceptions for educational, documentary, scientific, and artistic content on YouTube and these are listed on the policy [information page](#). If you disagree with the strike you are able to appeal it via the information in the email or via the instructions on our [Community Guidelines strike basics](#) information page.

### **Google products that are restricted for elections advertising**

- [Mastheads](#): are no longer allowed for election or political ads (see [here](#)). Consider gaining the same reach with Video Reach Campaigns. Ask your Account Manager for more information.
- [Search](#): Image extensions are not allowed as this is a sensitive category
- [Discovery Ads](#): Politics and election ads will be marked as approved, limited and prohibited from running.
- DV360 restrictions - please refer to the [policy](#).

### **How will this policy be enforced?**

This policy will be enforced in the same way all ads policies are enforced. If we find that advertisers violate our election advertising policy, or they've provided false information during the verification process, the verification status will be revoked and the account may be suspended.

## YouTube Channel Management

### How do I add or change my primary email?

- Please find the process [here](#).

### What to do when you get a strike

- We want to help you stay on YouTube, so remember to do the following:
  1. Learn about our [Community Guidelines](#) to ensure your content follows our policies.
  2. If your channel received a strike, and you think we've made a mistake, let us know. You can appeal this decision [here](#).

We encourage you to familiarise yourself with the [YouTube Community Guidelines](#) to make sure your content follows our policies going forward, and with the [strikes system](#) so you are aware of how we may respond to content which does not follow our guidelines.

**In the event you do not meet this criteria, please touch base with your Google Account Manager to see if there is an alternative possibility (MP members, etc).**

Please note that if you wish to change the name of your already verified channel (or its URL) this will remove the “Verification Badge”. To reinstate, you will need to re-apply.

### About verified channels

If a channel is verified, it's the official channel of a creator, artist, company, or public figure. Verified channels help distinguish official channels from other channels with similar names on YouTube.

#### Keep in mind...

- Verified channels don't get extra features on YouTube. They also don't represent awards, milestones, or endorsement from YouTube. For info on awards, learn more about [YouTube's Creator Awards program](#).
- If your channel is verified, it will stay verified unless you change your channel name. If you change your channel name, the renamed channel won't be verified, and you'll need to reapply.
- YouTube reserves the right to revoke verification or terminate channels that violate our [Community Guidelines](#) or the YouTube [Terms of Service](#).
- Verification has changed over time, so you may see many types of channels with verification on YouTube.

- Touch base with your Account Manager to escalate.
- This can take between 24 - 72 hours to hear an initial response from the team responsible for applying verification authorisation.

## Implementation Tips

### Search creative:

- Upload creative on the Google Ads platform in advance, 2 days ahead of time ([link](#)).
  - Upwards of 24 - 48 hours (1 - 2 business day) time required for review.
  - After 48 hours if creative is still under review, contact us for information
- Once uploaded, ensure to follow the best practice guidelines (click here: [link](#))
- Ensure budgets and targeting are reviewed, and that they do not conflict with the Policy Restrictions & Guidelines (please refer to Playbook Outline)
- As per the [promoter statements](#) section, the electoral commission requires advertisers to specify who has authorised ads

### Video creative:

- Upload video creative on platform in advance to ensure ample time for review, at minimum 3 business days.
  - For YouTube & Video 360, reviews should be complete within 2 full business days. If your ad is under review for more than 2 full business days, [contact us](#) for information either by Olympus or your day to day Account Manager.
  - Ensure it does not conflict with policy & best practice ahead of time:
    - Does this include copyrighted material?
    - Does it reference foreign elections or controversial topics?
    - Is the content to the correct specifications (file size, length of time, dimensions)?
- Once uploaded, ensure to follow the best practice guidelines for DV360 video (click here: [link](#))
- Ensure budgets and targeting are reviewed, and that they do not conflict with the Policy Restrictions & Guidelines (please refer to Playbook Outline)

### Display creative:

- For Display via Google Display Network / DV360, ensure ample time for review at minimum 3 business days.
  - Display creative reviews should be complete within 2 business days. If your ad continues to be in review post 2 business days, [contact us](#) for information either by Olympus or your day to day account Manager.
  - Ensure it does not conflict with policy & best practice ahead of time:
    - Does this include copyrighted material?
    - Is the content to the correct specifications (file size, length of time, dimensions)?
- Once uploaded, ensure to follow the best practice guidelines for DV360 images & video (click here: [link](#))

- Ensure budgets and targeting are reviewed again, and that they do not conflict with the Policy Restrictions & Guidelines (please refer to Playbook Outline)
- Remember when uploading creative - best practice is not to upload new creatives more than once per week.

## Ad Support and when to Escalate

*Below are the pathways suggested when seeking support for ad related issues and or implementation questions*

### Ad support

- Your first point of contact for any questions is our Google support team. This team is specialised in ad products, troubleshooting, implementation, account issues and policy and will answer your questions faster than your Account Manager.
- Examples of questions you can ask them:
  - “I am unable to adjust my budgets correctly”
  - “How do I run a report within the platform from date A to date B, including metrics X, Y, Z”
  - “I am unable to login correctly to my account, or the wrong person has Admin access and I do not, can you please assist”
  - “What placements will my political content run in a performance max campaign?”

### How to contact Google Support

- **Contact Support via [Link](#) or this [Form](#)**
  - This is a 24 hour support function, over 5 business day support function.
  - This can be accessed via a form, or for smaller queries, via Chat.
  - This allows priority query escalation and to talk directly to a support specialist to troubleshoot in real time and will be unlocked in January.
- **For DV360 Support please use this [link](#).**

### Google Search Ads support

- *These guides are designed to get you up to speed quickly, so you can create successful ads and turn your advertising investment into revenue. Just pick the path that's right for you to begin. [Click here](#)*

### Ad disapprovals

- When you get an ad disapproved, the first thing to do is to check if it violates any [Google Ads policies](#) and fix the issues. If no violations are found, you can appeal the disapproval within your Google Ads Account via [Policy Manager](#). Steps can be found [here](#) if needed.

- If the issue is not resolved within 2-3 business days please reach out to your Google Account Manager.

### **What if I see content from another party or bad actors on the platform that I would like taken down or removed?**

- Review our “Google Ads Policies” to confirm if a violation has occurred. You can find those [here](#).
- If you believe it violates our policy, report the bad ad or content [here](#).
- If it is an urgent takedown that needs to be resolved the same day, please reach out to your Google Contacts.

## Misinformation

### **How YouTube Fights Misinformation**

See [this article](#) to learn more about how YouTube specifically supports civic engagement and stays secure, impartial, and fair during elections. Also see [this downloadable PDF](#) for additional information.

### **Google Disinformation PDF**

[This document](#) is a more comprehensive look at our overall disinformation policy.

## Legal Issues

### **Reporting a legal issue**

Google Product - Report legal issues at [g.co/legal](https://g.co/legal) - select Google product your request relates to and follow the prompts. Also let your local Google contact know (if you have one) so they can track it for you.

Youtube product - For general information regarding reporting YouTube content, [see here](#). This covers all YouTube elements such as videos, shorts, playlists, thumbnails, comments, etc.

### **How to report content effectively**

Take screenshots, save the URL, record timestamps for video segments, plus any other info about where you saw the content. Please also make sure that you cite the law and regulations that applies to the case.

The more precise you are about the issue, the faster our Trust and Safety teams will be able to make an assessment.

Once you have made a report, also let your local Google contact know so they can follow up for you if needed.

### **Reporting a Google Ad**

See information on reporting a Google Ad [here](#).

Here is a guide on [how to find an ad's click string](#)

## Account Recovery

### **Account recovery guidelines**

See below resources on account recovery:

- [How to recover your Google Account or Gmail](#)
- [Tips to complete account recovery steps](#)
- [Secure a hacked or compromised Google Account](#)
- [Can't sign in to your Google Account](#)

**From:** [Kristina Temel](#)  
**To:** [REDACTED]  
**Cc:** [Jarrod Baker](#); [Braedyn Freebairn](#); [REDACTED]  
**Subject:** RE: Google Elections Playbook 2023  
**Date:** Monday, 1 May 2023 11:04:00 am  
**Attachments:** [~WRD0547.jpg](#)  
[image001.png](#)

---

Hi [REDACTED],

Thanks for providing the Playbook document. This was provided after the party secretary briefing, so I have not circulated.

Suggest it may be better coming from Google in case party secretaries have any follow-up questions. Contact details for all of the registered parties contesting the election are available [here](#).

Kind regards

Kristina

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

Phone +64 4 806 3506 | [vote.nz](#) | [elections.nz](#)



---

**From:** [REDACTED]  
**Sent:** Monday, April 24, 2023 10:20 AM  
**To:** Kristina Temel <Kristina.Temel@elections.govt.nz>  
**Cc:** Jarrod Baker <Jarrod.Baker@elections.govt.nz>; Braedyn Freebairn <Braedyn.Freebairn@elections.govt.nz>; [REDACTED]  
**Subject:** Re: Google Elections Playbook 2023

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hey Kristina,

Hope you had (or are having) a great weekend!

Sorry for the double up here; but we've made a couple of minor changes to the playbook.

I've attached the latest version for you.

If you've already sent the original version to any parties - not a problem. The changes aren't major or consequential, just a few extra points for clarity.

Thanks again,

[REDACTED]

**From:** [Kristina Temel](#)  
**To:** [REDACTED]  
**Cc:** [Jarrod Baker](#); [Brady Freebairn](#)  
**Subject:** 2023 General Election: Electoral Commission and Microsoft  
**Date:** Monday, 20 March 2023 4:25:00 pm  
**Attachments:** [image001.jpg](#)

---

Kia ora [REDACTED],

I thought it would be a good time to introduce myself. As we prepare for the election, the Electoral Commission is touching base with online platforms to understand the rules each has around election advertising and to establish an agreed escalation process in the rare case we need to escalate a complaint.

The Commission is responsible for responding to complaints about an election advertisement that is in breach of the promoter statement, authorisation requirements, or the election day rules in the Electoral Act 1993.

If we get a complaint, we will attempt to liaise with the promoter in the first instance. If we cannot contact them, the person does not respond or does not take remedial action and we are satisfied that there is a breach of the Electoral Act, we would then want to be able to escalate it to the Platform via the agreed escalation process. We would also like to be able to escalate concerns about any false information being provided about the conduct of the election, (for example voter interference and fraud, offers to buy and sell votes with cash or gifts, statements that advocate or provide instructions or show explicit intent to illegally participate in a voting process, misrepresentation of dates, locations, times, and methods of voting, misrepresentation of who can vote, qualifications for voting, whether a vote will be counted, and what information or materials must be provided in order to vote).

We will not otherwise escalate matters related to complaints about false or misleading content online as we do not have the mandate to do so except in the very narrow range of circumstances in section 199A of the Electoral Act.

It would be good to connect to understand what rules Microsoft has in this area and to set up an escalation point. Happy to schedule a meeting if that is useful, otherwise any information you can provide would be appreciated.

Ngā mihi

Kristina Temel

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri  
PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140  
Phone +64 4 806 3506 | [vote.nz](https://vote.nz) | [elections.nz](https://elections.nz)

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**From:** [Kristina Temel](#)  
**To:** [REDACTED]  
**Subject:** 2023 General Election: Electoral Commission and LinkedIn  
**Date:** Friday, 21 April 2023 12:14:00 pm  
**Attachments:** [image001.jpg](#)

---

Kia ora [REDACTED],

I am looking for a contact for LinkedIn to introduce myself. As we prepare for the election, the Electoral Commission is touching base with online platforms to understand the rules each has around election advertising and to establish an agreed escalation process in the rare case we need to escalate a complaint.

The Commission is responsible for responding to complaints about an election advertisement that is in breach of the promoter statement, authorisation requirements, or the election day rules in the Electoral Act 1993.

If we get a complaint, we will attempt to liaise with the promoter in the first instance. If we cannot contact them, the person does not respond or does not take remedial action and we are satisfied that there is a breach of the Electoral Act, we would then want to be able to escalate it to the Platform via the agreed escalation process. We would also like to be able to escalate concerns about any false information being provided about the conduct of the election, (for example voter interference and fraud, offers to buy and sell votes with cash or gifts, statements that advocate or provide instructions or show explicit intent to illegally participate in a voting process, misrepresentation of dates, locations, times, and methods of voting, misrepresentation of who can vote, qualifications for voting, whether a vote will be counted, and what information or materials must be provided in order to vote).

We will not otherwise escalate matters related to complaints about false or misleading content online as we do not have the mandate to do so except in the very narrow range of circumstances in section 199A of the Electoral Act.

It would be good to connect to understand what rules Linked in has in this area and to set up an escalation point. Happy to schedule a meeting if that is useful, otherwise any contacts or information you can provide would be appreciated.

Ngā mihi

Kristina Temel

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

Phone +64 4 806 3506 | [vote.nz](https://vote.nz) | [elections.nz](https://elections.nz)

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**From:** [REDACTED]  
**To:** [Kristina Temel](#); [REDACTED]  
**Subject:** RE: 2023 General Election: Electoral Commission and LinkedIn  
**Date:** Monday, 24 April 2023 12:12:14 pm  
**Attachments:** [image001.jpg](#)

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**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Kia ora Kristina

Nice to hear from you. I am adding the Linked In Public Policy lead for New Zealand, [REDACTED] who will be able to answer all your questions on the relevant policies.

If you need any information about other Microsoft products or services such as Bing, then do let me know.

Happy connecting!

[REDACTED]

**From:** [REDACTED]  
**To:** [Kristina Temel](#)  
**Cc:** [REDACTED]  
**Subject:** Re: 2023 General Election: Electoral Commission and LinkedIn  
**Date:** Thursday, 18 May 2023 7:46:11 pm  
**Attachments:** [image001.jpg](#)

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Kristina,

Thank you for reaching out. I'm also including [REDACTED] from Microsoft, who you may already know. LinkedIn works closely with Microsoft to ensure election integrity in the lead up to an election.

I'd be happy to get on a call to learn more about your work and how we can support you.

Please let me know when suits best.

Kind regards,

[REDACTED]

---

**From:** Kristina Temel <Kristina.Temel@elections.govt.nz>  
**Sent:** Wednesday, 17 May 2023, 11:33 am  
**To:** [REDACTED]  
**Subject:** RE: 2023 General Election: Electoral Commission and LinkedIn

Hi [REDACTED],

As we prepare for the election, the Electoral Commission is touching base with online platforms to understand the rules each has around election advertising and to establish an agreed escalation process in the rare case we need to escalate a complaint.

The Commission is responsible for responding to complaints about an election advertisement that is in breach of the promoter statement, authorisation requirements, or the election day rules in the Electoral Act 1993.

If we get a complaint, we will attempt to liaise with the promoter in the first instance. If we cannot contact them, the person does not respond or does not take remedial action and we are satisfied that there is a breach of the Electoral Act, we would then want to be able to escalate it to the Platform via the agreed escalation process. We would also like to be able to escalate concerns about any false information being provided about the conduct of the election, (for example voter interference and fraud, offers to buy and sell votes with cash or gifts, statements that advocate or provide instructions or show explicit intent to illegally participate in a voting process, misrepresentation of dates, locations, times, and methods of voting, misrepresentation of who can vote, qualifications for voting, whether a vote will be counted, and what information or materials must be provided in order to vote).

We will not otherwise escalate matters related to complaints about false or misleading content online as we do not have the mandate to do so except in the very narrow range of circumstances in section 199A of the Electoral Act.

It would be good to connect to understand what rules Linked in has in this area and to set up an escalation point. Happy to schedule a meeting if that is useful, otherwise any contacts or information you can provide would be appreciated.

Ngā mihi

Kristina Temel

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri  
PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140  
Phone +64 4 806 3506 | [vote.nz](https://vote.nz) | [elections.nz](https://elections.nz)

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**Kristina Temel**

**Subject:** New Zealand Electoral Commission and Linked In  
**Location:** Microsoft Teams Meeting

**Start:** Fri 9/06/2023 11:30 am  
**End:** Fri 9/06/2023 12:00 pm

**Recurrence:** (none)

**Meeting Status:** Meeting organizer

**Organizer:** Kristina Temel

**Required Attendees:** Jarrod Baker

Hi there [redacted] and [redacted]

Thank you for your email. It would be great to catch up to discuss the upcoming New Zealand election, to understand what rules Linked in has for election advertising, and to set up an escalation point just in case we need it.

I have just picked a date and time, but happy for you to come back to me with an alternative time and date that suits you.

Look forward to meeting up soon.

Kind regards

Kristina

Kristina Temel | Manager, Legal and Policy | Electoral Commission | Te Kaitiaki Take Kōwhiri  
PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140  
Phone +64 4 806 3506 | [vote.nz](http://vote.nz) | [elections.nz](http://elections.nz)

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# Microsoft Teams meeting

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[REDACTED] New Zealand, Wellington

Phone Conference ID: [REDACTED]

[Find a local number](#) | [Reset PIN](#)

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---

**From:** [Kristina Temel](#)  
**To:** [REDACTED]  
**Subject:** 2023 General Election 14 October 2023: Electoral Commission and Snap  
**Date:** Friday, 21 April 2023 12:17:00 pm  
**Attachments:** [image001.jpg](#)

---

Dear Mr Turnbull,

I thought it would be a good time to introduce myself. As we prepare for the election, the New Zealand Electoral Commission is touching base with online platforms to understand the rules each has around election advertising and to establish an agreed escalation process in the rare case we need to escalate a complaint.

The Commission is responsible for responding to complaints about an election advertisement that is in breach of the promoter statement, authorisation requirements, or the election day rules in the Electoral Act 1993.

If we get a complaint, we will attempt to liaise with the promoter in the first instance. If we cannot contact them, the person does not respond or does not take remedial action and we are satisfied that there is a breach of the Electoral Act, we would then want to be able to escalate it to the Platform via the agreed escalation process. We would also like to be able to escalate concerns about any false information being provided about the conduct of the election, (for example voter interference and fraud, offers to buy and sell votes with cash or gifts, statements that advocate or provide instructions or show explicit intent to illegally participate in a voting process, misrepresentation of dates, locations, times, and methods of voting, misrepresentation of who can vote, qualifications for voting, whether a vote will be counted, and what information or materials must be provided in order to vote).

We will not otherwise escalate matters related to complaints about false or misleading content online as we do not have the mandate to do so except in the very narrow range of circumstances in section 199A of the Electoral Act.

It would be good to connect to understand what rules Snap has in this area and to set up an escalation point. Happy to schedule a meeting if that is useful, otherwise any information you can provide would be appreciated.

Kind regards

Kristina Temel

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

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**From:** [Kristina Temel](#)  
**To:** ["Henry Turnbull"](#)  
**Cc:** [Jarrod Baker](#)  
**Subject:** RE: 2023 General Election 14 October 2023: Electoral Commission and Snap  
**Date:** Thursday, 11 May 2023 1:34:00 pm  
**Attachments:** [image001.png](#)  
[image002.jpg](#)

That's excellent – thanks for your help with this.

Kind regards

Kristina

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

Phone +64 4 806 3506 | [vote.nz](https://www.vote.nz) | [elections.nz](https://www.elections.nz)



**From:** Henry Turnbull [REDACTED]  
**Sent:** Thursday, May 11, 2023 12:44 PM  
**To:** Kristina Temel <[Kristina.Temel@elections.govt.nz](mailto:Kristina.Temel@elections.govt.nz)>  
**Cc:** Jarrod Baker <[Jarrod.Baker@elections.govt.nz](mailto:Jarrod.Baker@elections.govt.nz)>  
**Subject:** Re: 2023 General Election 14 October 2023: Electoral Commission and Snap

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Kristina

Thanks for bearing with me - was out of the country last week.

I can confirm that we are happy with the arrangements you have suggested. Please direct any escalations during this period to [REDACTED]. Please ensure that any escalations are sent via the [REDACTED] email address; we will "whitelist" this during the proposed period.

You can find Snap's political and advocacy advertising policies [here](#).

Thanks  
 Henry

On Mon, May 1, 2023 at 6:18 AM Kristina Temel <[Kristina.Temel@elections.govt.nz](mailto:Kristina.Temel@elections.govt.nz)> wrote:

Hi Henry,

Thank you for the meeting on Friday. It was very helpful.

Here is the email address that we would use to escalate any breaches of the rules or misinformation about the enrolment and voting process to your Trust and Safety team:

[REDACTED]

It would be great to have the escalation process available from the opening of advance voting places in New Zealand which is from Monday 2 October to election day which is Saturday 14 October. Here is a link to the more detailed [New Zealand election timetable](#).

It would be great if you could send me a link to the terms and conditions that you referred to around political/issue-based advertising.

Kind regards

Kristina Temel

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

Phone +64 4 806 3506 | [vote.nz](https://vote.nz) | [elections.nz](https://elections.nz)



---

**From:** Kristina Temel

**Sent:** Wednesday, April 26, 2023 8:51 AM

**To:** Henry Turnbull [REDACTED]

**Cc:** Jarrod Baker <[Jarrod.Baker@elections.govt.nz](mailto:Jarrod.Baker@elections.govt.nz)>

**Subject:** RE: 2023 General Election 14 October 2023: Electoral Commission and Snap

Hi Henry,

Yes am free in the afternoon. Would 1:30 pm nz time suit you?

Kind regards

Kristina

---

**From:** Henry Turnbull [REDACTED]

**Sent:** Monday, April 24, 2023 9:00 AM

**To:** Kristina Temel <[Kristina.Temel@elections.govt.nz](mailto:Kristina.Temel@elections.govt.nz)>

**Subject:** Re: 2023 General Election 14 October 2023: Electoral Commission and Snap

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Kristina

Thanks for reaching out. I'd be happy to chat - how are you fixed this Friday?

Best

henry

--

**Henry Turnbull**

Head of Public Policy, APAC | Snap Inc.

(m [REDACTED])

snapchat: [REDACTED]

**From:** [Henry Turnbull](#)  
**To:** [Kristina Temel](#)  
**Cc:** [Jarrod Baker](#)  
**Subject:** Re: 2023 General Election 14 October 2023: Electoral Commission and Snap  
**Date:** Wednesday, 26 April 2023 12:10:53 pm  
**Attachments:** [image001.jpg](#)

---

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission.  
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Thanks Kristina. That works for me. Grateful if you could send a scheduler with the online platform that works best for you.

--

**Henry Turnbull**

Head of Public Policy, APAC | Snap Inc.

(m) [REDACTED]

snapchat: [REDACTED]

**Kristina Temel**

---

<b>Subject:</b>	New Zealand Electoral Commission and Snapchat: 2023 New Zealand General Election
<b>Location:</b>	Microsoft Teams Meeting
<b>Start:</b>	Fri 28/04/2023 1:30 pm
<b>End:</b>	Fri 28/04/2023 2:15 pm
<b>Recurrence:</b>	(none)
<b>Meeting Status:</b>	Meeting organizer
<b>Organizer:</b>	Kristina Temel
<b>Required Attendees:</b>	Kristina Temel; Henry Turnbull; Jarrod Baker
<b>Optional Attendees:</b>	<div></div> Hanna Jackson

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Phone Conference ID: 275 749 623#

<sup>5</sup> [Find a local number](#) | [Reset PIN](#)

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**From:** [REDACTED]  
**Sent:** Tuesday, March 14, 2023 11:26 AM  
**To:** Kristina Temel <Kristina.Temel@elections.govt.nz>  
**Cc:** Jarrod Baker <Jarrod.Baker@elections.govt.nz>  
**Subject:** TikTok New Zealand

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Good afternoon Ms Temel,

I work in the Public Policy team at TikTok New Zealand.

I am reaching out to you regarding TikTok's preparations for the upcoming General Election on October 14 and potential opportunities for TikTok to work with the New Zealand Electoral Commission to support electoral integrity.

Our organisations previously worked together in 2020, and we would appreciate the opportunity to meet with you and your colleagues to discuss the upcoming elections.

If you have some time over the next few weeks to meet, please let me know, and we can organise from there.

Kind regards,

[REDACTED]

**From:** [Kristina Temel](#)  
**To:** [REDACTED]  
**Cc:** [Jarrod Baker](#); [Braedyn Freebairn](#)  
**Subject:** 2023 General Election  
**Date:** Tuesday, 14 March 2023 5:58:00 pm  
**Attachments:** [image001.jpg](#)

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Kia ora [REDACTED],

Thanks for getting in touch to introduce yourself. Jarrod and I would be really interested in meeting to discuss the election integrity measures TikTok will have in place for the New Zealand general election. We also of course welcome the opportunity to work together again with TikTok in any other ways that could encourage participation in the election.

In 2020 we worked with [REDACTED], Director of Public Policy, Australia & New Zealand and [REDACTED], Trust and Safety Manager, Australia & New Zealand. We understand that TikTok does not allow political advertising but does allow politicians to create accounts and post within TikTok's community guidelines. For 2020, we had an escalation process in place to email [REDACTED] if any issues arose on the platform during the campaign, or on election day, and needed to be escalated for action. We understand that it was going to be monitored closely in the lead up to Election Day, and in real time on Election Day itself. TikTok would respond to any email sent to this address from the Electoral Commission with a proposed response and next steps. In 2020, TikTok attached "PSA" content to a wide range of election-related hashtags to help people comply with election law and remind people of their community guidelines. There were no issues that needed to be escalated in 2020, but we are keen to understand whether there have been any changes since 2020 or whether the same measures that were in place for 2020 will be in place again for 2023.

There have been no law changes regarding the election advertising rules for the 2023 general election. The only difference is that there are no referendums this time. The Commission is responsible for responding to complaints about an election advertisement that is in breach of the promoter statement or authorisation requirements or the election day rules. If we get a complaint, we will attempt to liaise with the promoter in the first instance. If we cannot contact them, the person does not respond or does not take remedial action and we are satisfied that there is a breach of the Electoral Act, we will escalate via the escalation process. We would also like to again be able to escalate concerns about any false information being provided about the conduct of the election, (for example voter interference and fraud, offers to buy and sell votes with cash or gifts, statements that advocate or provide instructions or show explicit intent to illegally participate in a voting process, misrepresentation of dates, locations, times, and methods of voting, misrepresentation of who can vote, qualifications for voting, whether a vote will be counted, and what information or materials must be provided in order to vote). As before, we will not otherwise escalate matters related to complaints about false or misleading content online as we do not have the mandate to do so except in the very narrow range of circumstances in section 199A of the Electoral Act. We will also make complainants aware of their ability to complain to the platform themselves if they wish to and we will also provide info on the roles of the other agencies including the Advertising Standards Authority, Broadcasting Standards Authority and Media Council.

We would be happy to meet any time that suits you. I have suggested some days and times before Easter that could work for us before 2pm: Monday 20 March, Friday 24 March, Monday 27 March, Friday 31 March. Monday 3 April or Wednesday 5 April.

Thanks again for getting in touch.

Kind regards,

Kristina Temel

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

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**From:** [REDACTED]  
**To:** [Kristina Teme](#)  
**Cc:** [Jarrod Baker](#); [Braedyn Freebairn](#)  
**Subject:** Re: [External] 2023 General Election  
**Date:** Thursday, 16 March 2023 11:50:40 am  
**Attachments:** [image001.jpg](#)

---

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Hi Kristina,

Thank you for providing that summary.

I was not around at TikTok back in 2020, but as you have laid out I am aware TikTok and NZ Electoral Commission had a very constructive relationship (which we certainly intend to continue).

Let me check in with my Trust and Safety colleagues based in Singapore and align them around one of your proposed dates.

Kind regards,

[REDACTED]

**From:** [Kristina Temel](#)  
**To:** [REDACTED]  
**Cc:** [Jarrod Baker](#); [Braedyn Freebairn](#)  
**Subject:** RE: [External] 2023 General Election  
**Date:** Wednesday, 29 March 2023 3:15:00 pm  
**Attachments:** [image001.jpg](#)

---

Hi [REDACTED],

Yes, thank you, that would be great.

Kind regards

Kristina

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

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**From:** [REDACTED]  
**Sent:** Wednesday, March 29, 2023 2:06 PM  
**To:** Kristina Temel <Kristina.Temel@elections.govt.nz>  
**Cc:** Jarrod Baker <Jarrod.Baker@elections.govt.nz>; Braedyn Freebairn <Braedyn.Freebairn@elections.govt.nz>  
**Subject:** Re: [External] 2023 General Election

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Kristina,

Apologies for the delayed follow-up.

Would 1.30pm NZT (30-45min) on Wednesday 5 April work for your team?

Kind regards

[REDACTED]

**From:** [Kristina Temel](#)  
**To:** [REDACTED]  
**Cc:** [Jarrod Baker](#); [Braedyn Freebairn](#)  
**Subject:** RE: [External] 2023 General Election  
**Date:** Wednesday, 5 April 2023 6:38:00 am  
**Attachments:** [image001.jpg](#)

---

Hi [REDACTED]

No problem.

None of those times days suit, but can we try some time during the following week on the 18<sup>th</sup>, 19<sup>th</sup> or 20<sup>th</sup>?

Let us know when you can.

Kind regards

Kristina

---

**From:** [REDACTED]  
**Sent:** Wednesday, April 5, 2023 1:03 AM  
**To:** Kristina Temel <[Kristina.Temel@elections.govt.nz](mailto:Kristina.Temel@elections.govt.nz)>  
**Cc:** Jarrod Baker <[Jarrod.Baker@elections.govt.nz](mailto:Jarrod.Baker@elections.govt.nz)>; Braedyn Freebairn <[Braedyn.Freebairn@elections.govt.nz](mailto:Braedyn.Freebairn@elections.govt.nz)>  
**Subject:** Re: [External] 2023 General Election

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Kristina,

Sincere apologies. I have had a family issue arise and will need to travel home tomorrow morning during our scheduled meeting time.

Would you and your team be available for a rescheduled meeting on Tuesday 11 April (4-5pm NZT), Wednesday 12 April (2-3pm, 4-5pm NZT) or Friday 14 April (12.30pm to 1.30pm NZT)?

Again, apologies for the inconvenience and late notice.

Kind regards

[REDACTED]

**From:** [Kristina Temel](#)  
**To:** [REDACTED]  
**Subject:** RE: [External] 2023 General Election  
**Date:** Wednesday, 12 April 2023 3:25:00 pm  
**Attachments:** [~WRD0000.jpg](#)  
[image001.jpg](#)

---

Sounds good. I have sent a meeting invitation.

Kind regards

Kristina

---

**From:** [REDACTED]  
**Sent:** Tuesday, April 11, 2023 2:19 PM  
**To:** Kristina Temel <Kristina.Temel@elections.govt.nz>  
**Cc:** Jarrod Baker <Jarrod.Baker@elections.govt.nz>; Braedyn Freebairn <Braedyn.Freebairn@elections.govt.nz>  
**Subject:** Re: [External] 2023 General Election

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Kristina,

Thank you for your understanding.

Would Wednesday 19 at starting at either 2pm/2.15pm NZT work?

Cheers

[REDACTED]

## Kristina Temel

---

**Subject:**

**Location:**

**Start:**

**End:**

**Recurrence:**

**Meeting Status:**

**Organizer:**

**Required Attendees:**

**Optional Attendees:**

Electoral Commisison meeting with TikTok  
Microsoft Teams Meeting

Wed 19/04/2023 2:15 pm  
Wed 19/04/2023 3:15 pm

(none)

Meeting organizer

Kristina Temel  
Kristina Temel;  
Braedyn Freebairn; Jarrod Baker;

## Microsoft Teams meeting

**Join on your computer, mobile app or room device**

[Click here to join the meeting](#)

Meeting ID: 463 706 712 24

Passcode: NLLeHf

[Download Teams](#) | [Join on the web](#)

**Or call in (audio only)**

[+64 4-280 6054,862702758#](#) New Zealand, Wellington

Phone Conference ID: 862 702 758#

[Find a local number](#) | [Reset PIN](#)



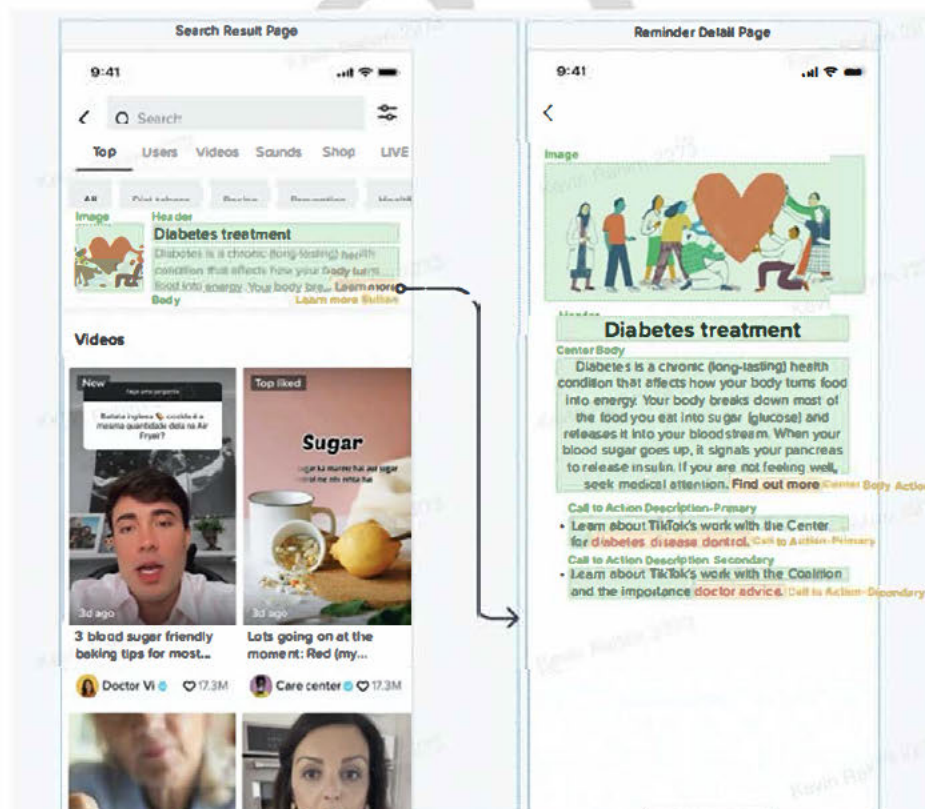
## DRAFT TIKTOK NZ ELECTION PSA

### Proposed PSA Header:

- *New Zealand Election*

### Proposed PSA Body:

- *Always follow our Community Guidelines. Be respectful: no bullying, harassment, threats, or other behaviours that violate our guidelines.*
- *Verify facts using only trusted sources, particularly if you question the information's authenticity.*
- *For information about the NZ election, the voting process, and your rights and obligations under NZ law, check out the Electoral Commission's website [XX], or reach out to the NZ Electoral Commission directly at [XX].*
- *If you see something that doesn't meet our Community Guidelines, you can report it from the app. Thanks for helping to keep the TikTok community safe!*



**To:** Jarrod Baker <[Jarrod.Baker@elections.govt.nz](mailto:Jarrod.Baker@elections.govt.nz)>

**Cc:** Kristina Temel <[Kristina.Temel@elections.govt.nz](mailto:Kristina.Temel@elections.govt.nz)>; Braedyn Freebairn <[Braedyn.Freebairn@elections.govt.nz](mailto:Braedyn.Freebairn@elections.govt.nz)>

**Subject:** Re: [External] RE: 2023 NZ Election - TikTok PSA/Scenario planning

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Jarrod.

Sincere apologies. [REDACTED] has just informed me he may have difficulty being available for an in-person meeting due to a change in travel plans.

We still think it would be valuable to meet next week to virtually go through scenario planning and the PSA's if the 12.30pm NZT Wednesday time slot remainl available for your team?

Please find attached the draft template for the on-platform search guide PSA. It includes screenshots of what the PSA looks like and we would welcome the Commission's input on the wording and links. We do generally want to keep it concise and easy to understand, but can incorporate links to the NZ Electoral Commission's website/online resources.

Hope you have a lovely weekend.

Best  
[REDACTED]

On Wed, Jul 5, 2023 at 9:42 AM Jarrod Baker <[Jarrod.Baker@elections.govt.nz](mailto:Jarrod.Baker@elections.govt.nz)> wrote:

Kia ora [REDACTED]

That sounds good – would something like 12.30pm on Wednesday 12 July work for [REDACTED]?

Thank you

Jarrod

---

**From:** [REDACTED]

**Sent:** Tuesday, July 4, 2023 5:45 PM

**To:** Kristina Temel <[Kristina.Temel@elections.govt.nz](mailto:Kristina.Temel@elections.govt.nz)>

**Cc:** Jarrod Baker <[Jarrod.Baker@elections.govt.nz](mailto:Jarrod.Baker@elections.govt.nz)>; Braedyn Freebairn <[Braedyn.Freebairn@elections.govt.nz](mailto:Braedyn.Freebairn@elections.govt.nz)>

**Subject:** 2023 NZ Election - TikTok PSA/Scenario planning

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Good afternoon Kristina,

I hope you and the team have been well.

I just wanted to follow up on our prior meeting earlier this year regarding TikTok's electoral integrity preparation and how we could work together on the NZ election.

I understand the Election Commission has been in contact with our NZ Advertising team regarding a paid campaign on platform and we have already established the content reporting channel for flagging any concerning content.

Our Trust and Safety Policy Lead for Oceania ([REDACTED]) will be visiting New Zealand next week and we thought it might be an opportune time to meet to discuss emergency/contingency scenario planning as well as finalise what the on platform PSA's would look like.

Would you and your teams be available to meet (at your offices) next week? We'd suggest either the afternoon of Wednesday 12th or the morning of the 13th (e.g. 10am) but happy to try and be flexible!

Best regards,

[REDACTED]  
Public Policy Coordinator, Sydney Office

Tel: [REDACTED]

Email: [REDACTED]



Follow us on



--

Public Policy Coordinator, Sydney Office

Tel:

Email:



Follow us on



**From:** [Jarrod Baker](#)  
**To:** [REDACTED]  
**Cc:** [Kristina Temel](#); [Braedyn Freebairn](#)  
**Subject:** Re: [External] RE: 2023 NZ Election - TikTok PSA/Scenario planning  
**Date:** Monday, 10 July 2023 4:43:16 pm

---

Great, thank you! See you then.

Jarrod Baker

---

**From:** [REDACTED]  
**Sent:** Monday, July 10, 2023 3:21:24 PM  
**To:** Jarrod Baker <[Jarrod.Baker@elections.govt.nz](mailto:Jarrod.Baker@elections.govt.nz)>  
**Cc:** Kristina Temel <[Kristina.Temel@elections.govt.nz](mailto:Kristina.Temel@elections.govt.nz)>; Braedyn Freebairn <[Braedyn.Freebairn@elections.govt.nz](mailto:Braedyn.Freebairn@elections.govt.nz)>  
**Subject:** Re: [External] RE: 2023 NZ Election - TikTok PSA/Scenario planning

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Jarrod,

1pm also works for us.

I'll send through a Zoom invite.

Cheers

[REDACTED]

From: "Jarrod Baker" <[Jarrod.Baker@elections.govt.nz](mailto:Jarrod.Baker@elections.govt.nz)>  
 Date: Mon, Jul 10, 2023, 9:11 AM  
 Subject: Re: [External] RE: 2023 NZ Election - TikTok PSA/Scenario planning  
 To: [REDACTED]  
 Cc: "Kristina Temel" <[Kristina.Temel@elections.govt.nz](mailto:Kristina.Temel@elections.govt.nz)>, "Braedyn Freebairn" <[Braedyn.Freebairn@elections.govt.nz](mailto:Braedyn.Freebairn@elections.govt.nz)>

Hi [REDACTED]

Thanks for this. Would it be possible to meet slightly later - say at 1pm?

Cheers

Jarrod

Jarrod Baker

---

**From:** [REDACTED]  
**To:** [Braedyn Freebain](#); [Jarrod Baker](#); [Kristina Temel](#) [REDACTED]  
**Subject:** NZEC/TikTok  
**Start:** Wednesday, 12 July 2023 1:00:00 pm  
**End:** Wednesday, 12 July 2023 2:00:00 pm  
**Location:** <https://tiktok.zoom.us/j/99254967741>

---

[REDACTED] is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting  
<https://tiktok.zoom.us/j/99254967741>

Meeting ID: 992 5496 7741

---

One tap mobile  
+16699009128,,99254967741# US (San Jose)  
+16892781000,,99254967741# US

---

Dial by your location

- +1 669 900 9128 US (San Jose)
- +1 689 278 1000 US
- +1 719 359 4580 US
- +1 253 205 0468 US
- +1 253 215 8782 US (Tacoma)
- +1 301 715 8592 US (Washington DC)
- +1 305 224 1968 US
- +1 309 205 3325 US
- +1 312 626 6799 US (Chicago)
- +1 346 248 7799 US (Houston)
- +1 360 209 5623 US
- +1 386 347 5053 US
- +1 507 473 4847 US
- +1 564 217 2000 US
- +1 646 558 8656 US (New York)
- +1 646 931 3860 US
- +1 669 444 9171 US
- 833 548 0282 US Toll-free
- 833 928 4608 US Toll-free
- 833 928 4609 US Toll-free
- 833 928 4610 US Toll-free
- 877 853 5247 US Toll-free
- 888 788 0099 US Toll-free
- 833 548 0276 US Toll-free

Meeting ID: 992 5496 7741

Find your local number: <https://tiktok.zoom.us/u/adFCaoDVx>

---

Join by SIP  
• 99254967741@zoomcrc.com

---

Join by H.323

- 162.255.37.11 (US West)
- 162.255.36.11 (US East)
- 221.122.88.195 (China)
- 115.114.131.7 (India Mumbai)
- 115.114.115.7 (India Hyderabad)
- 213.19.144.110 (Amsterdam Netherlands)
- 213.244.140.110 (Germany)
- 103.122.166.55 (Australia Sydney)
- 103.122.167.55 (Australia Melbourne)
- 209.9.211.110 (Hong Kong SAR)
- 149.137.40.110 (Singapore)
- 64.211.144.160 (Brazil)
- 149.137.68.253 (Mexico)
- 69.174.57.160 (Canada Toronto)
- 65.39.152.160 (Canada Vancouver)
- 207.226.132.110 (Japan Tokyo)
- 149.137.24.110 (Japan Osaka)

Meeting ID: 992 5496 7741

---

Join by Skype for Business  
<https://tiktok.zoom.us/skype/99254967741>

**From:** [Jarrod Baker](#)  
**To:** [REDACTED]  
**Cc:** [Kristina Temel](#); [Braedyn Freebairn](#)  
**Subject:** TikTok PSA & NZ Party Register  
**Date:** Wednesday, 12 July 2023 3:08:53 pm

---

Kia ora [REDACTED]

Thank you for your time this afternoon.

As discussed we're happy with the proposed content of the search PSA on TikTok – but we suggest that rather than “New Zealand Election” or “NZ election” you use “New Zealand General Election” or “NZ General Election”.

We suggest that [vote.nz](#) should be the website link, and [enquiries@vote.nz](mailto:enquiries@vote.nz) should be the contact link.

You can find our party register, which lists all currently registered NZ political parties, here: [Register of political parties | Elections](#)

Please note that we're currently considering several party applications, so this register may expand over the coming weeks.

Let me know if you need anything else.

Ngā mihi

Jarrold

**Jarrold Baker** ([he/him](#)) | Senior Communications and Education Advisor | **Electoral Commission**  
| **Te Kaitiaki Take Kōwhiri**

PO Box 3220 | Level 4, 34-42 Manners Street | Wellington | Phone [REDACTED] | DDI [REDACTED]  
[REDACTED] | Mobile [REDACTED] | [vote.nz](#) | [elections.nz](#)

**From:** [Kristina Temel](#)  
**To:** [Jarrod Baker](#); [REDACTED]  
**Cc:** [Braedyn Freebairn](#)  
**Subject:** RE: TikTok PSA & NZ Party Register  
**Date:** Monday, 17 July 2023 12:20:00 pm  
**Attachments:** [image001.png](#)

---

Kia ora,

Just confirming here is some guidance on the umbrella and component party rules in the Electoral Act. [Parties at a general election | Elections](#)

Ngā mihi

Kristina

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

Phone +64 4 806 3506 | [vote.nz](#) | [elections.nz](#)



**From:** [REDACTED]  
**To:** [Jarrod Baker](#)  
**Subject:** Re: [External] Electoral Commission advertising on TikTok  
**Date:** Tuesday, 1 August 2023 3:09:49 pm

---

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Jarrod,

Thank you, hope you are well too.

Yes, I was made aware of this issue over the weekend. I have a chat this afternoon with FCB (the advertising agency) this afternoon to talk through solutions. I'm not sure who from the NZEC is the specific POC in charge of this campaign but I'm more than happy to have a chat with them if that's helpful?

Cheers

[REDACTED]

From: "Jarrod Baker" <[Jarrod.Baker@elections.govt.nz](mailto:Jarrod.Baker@elections.govt.nz)>  
Date: Tue, Aug 1, 2023, 8:01 AM  
Subject: [External] Electoral Commission advertising on TikTok  
To: [REDACTED]

Kia ora [REDACTED]

Hope you're well. I just wanted to get in touch to check you were aware of the issue our advertising agency is encountering when trying to place TikTok ads on our behalf? If so, could you shed any light on this, and whether it's something we can resolve?

The audience we can reach via TikTok is an important one to us, and we're very keen to proceed with our campaigns.

Ngā mihi

Jarrod

**Jarrold Baker** ([he/him](#)) | Senior Communications and Education Advisor | **Electoral Commission** | **Te Kaitiaki Take Kōwhiri**

PO Box 3220 | Level 4, 34-42 Manners Street | Wellington | Phone [REDACTED] | DDI [REDACTED] | Mobile [REDACTED] | [vote.nz](#) | [elections.nz](#)

**From:** [Kristina Temel](#)  
**To:** [REDACTED]  
**Subject:** General Election 2023: Twitter and the Electoral Commission  
**Date:** Friday, 21 April 2023 12:09:00 pm  
**Attachments:** [image001.jpg](#)

---

Kia ora [REDACTED],

I thought it would be a good time to introduce myself and start touching base with you on the election integrity measures Twitter will have in place for the New Zealand general election.

In 2020 our dedicated point for escalations was [REDACTED], but we understand that [REDACTED] is no longer in that role.

[REDACTED] encouraged us to always notify [REDACTED] as well as using our escalation via the Twitter's "Government Partner Support Portal" - an escalated path to file a report content. Tickets filed through enrolled accounts via the Support Portal automatically got expedited into the ticketing system. The Portal also had several reporting options that were not available on the public support pages including election interference, request of inactive usernames, and unusual spike in followers, etc. A user name and dedicated e-mail (the legal and policy team email) was set up so that we could access the reporting pathway. We could escalate using the Commission's Twitter account - [REDACTED] - and our Legal & Policy email - [REDACTED] to report content that violated local law or that breached Twitter's election policy. We could also use the portal to request preservation of any content that we may need for an investigation to prevent it being deleted and no longer accessible after 30 days.

We understand that at the time of the last election, there was a ban on political advertising on Twitter. Twitter rules also prohibited the use of the platform for the purposes of manipulating or interfering in elections, including posting or sharing content that may suppress participation or mislead people about when, where or how to participate. There were also rules preventing impersonation and the use of synthetic or manipulated media ('deep fakes'), that deliberately try to make people think they are seeing reality and that causes serious harm. [REDACTED] shared policy updates on the labelling or removal of false or misleading information about how to participate, suppression or intimidation, misleading information about outcomes or false or misleading affiliation. Twitter had information on Twitter's [cause-based advertising policies](#), [the ban on political content](#), and Political Content [FAQs](#). However, these links are now out of date and we would welcome an update on how election advertising is treated. If it is allowed, an outline of what processes advertisers have to go through if any would be helpful.

In 2020, we did use the escalation channel to escalate a concern about a person claiming to have dual voted. We are keen to reconfirm the escalation process we should use for 2023 and to understand whether there have been any changes to the measures that Twitter had in place in 2020.

There have been no law changes regarding the new Zealand election advertising rules for the 2023 general election. The only difference is that there are no referendums this time. The Commission is responsible for responding to complaints about an election advertisement that is in breach of the promoter statement or authorisation requirements or the election day rules. If we get a complaint, we will attempt to liaise with the promoter in the first instance. If we cannot contact them, the person does not respond or does not take remedial action and we are satisfied that there is a breach of the Electoral Act, we will escalate via the escalation process. We would also like to again be able to escalate concerns about any false information being provided about the conduct of the election, (for example voter interference and fraud, offers to buy and sell votes with cash or gifts, statements that advocate or provide instructions or show explicit intent to illegally participate in a voting process, misrepresentation of dates, locations, times, and methods of voting, misrepresentation of who can vote, qualifications for voting, whether a vote will be counted, and what information or materials must be provided in order to vote). As before, we will not otherwise escalate matters related to complaints about false or misleading content online as we do not have the mandate to do so except in the very narrow range of circumstances in section 199A of the Electoral Act. We will also make complainants aware of their ability to complain to the platform themselves if they wish to and we will also provide info on the roles of the other agencies including the Advertising Standards Authority, Broadcasting Standards Authority and Media Council.

Happy to schedule a meeting to discuss if that is useful, otherwise any information you can provide would be appreciated.

Ngā mihi

Kristina

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

Phone +64 4 806 3506 | [vote.nz](https://vote.nz) | [elections.nz](https://elections.nz)

[https://echo.election.net.nz/sites/default/files/ele0156\\_728x90\\_eng\\_2.jpg](https://echo.election.net.nz/sites/default/files/ele0156_728x90_eng_2.jpg)



**From:** [REDACTED]  
**To:** [Kristina Temel](#)  
**Cc:** [REDACTED]  
**Subject:** Election material and reporting  
**Date:** Monday, 31 July 2023 5:02:20 pm

---

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Hi Kristina,

We were introduced by [REDACTED] previously and our teams have cooperated with the Electoral Commission in the past.

I'm writing to check regarding any additional materials or updates the company should be aware of ahead of the upcoming General Election.

I'm also writing to make sure the reporting lines for the upcoming election are known and set given NZEC's role. If there is a refresh for how to report or use our forms, and update that would be helpful, especially given the time and changes in the interim across the entities and teams, we can provide that too. If there is a time over the next couple of weeks that would be helpful please let us know.

Thank you.

With best regards,

[REDACTED]

--

[REDACTED]

**From:** [Kristina Temel](#)  
**To:** [REDACTED]  
**Cc:** [REDACTED] [Jarrod Baker](#)  
**Subject:** RE: Election material and reporting  
**Date:** Monday, 31 July 2023 7:50:00 pm  
**Attachments:** [image001.png](#)

---

Hi [REDACTED],

Thanks for getting in touch.

There have been no law changes regarding the New Zealand election advertising rules for the 2023 general election. The only difference is that there are no referendums this time. The Commission is responsible for responding to complaints about an election advertisement that is in breach of the promoter statement or authorisation requirements or the election day rules. If we get a complaint, we will attempt to liaise with the promoter in the first instance. If we cannot contact them, the person does not respond or does not take remedial action and we are satisfied that there is a breach of the Electoral Act, we will escalate via the escalation process. We would also like to again be able to escalate concerns about any false information being provided about the conduct of the election, (for example voter interference and fraud, offers to buy and sell votes with cash or gifts, statements that advocate or provide instructions or show explicit intent to illegally participate in a voting process, misrepresentation of dates, locations, times, and methods of voting, misrepresentation of who can vote, qualifications for voting, whether a vote will be counted, and what information or materials must be provided in order to vote). As before, we will not otherwise escalate matters related to complaints about false or misleading content online as we do not have the mandate to do so except in the very narrow range of circumstances in section 199A of the Electoral Act. We will also make complainants aware of their ability to complain to the platform themselves if they wish to and we will also provide info on the roles of the other agencies including the Advertising Standards Authority, Broadcasting Standards Authority and Media Council.

In 2020 our dedicated point for escalations was [REDACTED], but we understand that [REDACTED] is no longer in that role.

It would be good to confirm that you are our contact for any escalations. [REDACTED] encouraged us to always notify [REDACTED] as well as using our escalation via the Twitter's "Government Partner Support Portal" - an escalated path to file a report content. Tickets filed through enrolled accounts via the Support Portal automatically got expedited into the ticketing system. The Portal also had several reporting options that were not available on the public support pages including election interference, request of inactive usernames, and unusual spike in followers, etc. A user name and dedicated e-mail (the legal and policy team email) was set up so that we could access the reporting pathway. We could escalate using the Commission's Twitter account - [REDACTED] - and our Legal & Policy email - [REDACTED] to report content that violated local law or that breached Twitter's election policy. We could also use the portal to request preservation of any content that we may need for an investigation to prevent it being deleted and no longer accessible after 30 days. It would be great if you can confirm the details of the Government Partner Support Portal that we can use for 2023.

We understand that at the time of the last election, there was a ban on political advertising on Twitter. Twitter rules also prohibited the use of the platform for the purposes of manipulating or interfering in elections, including posting or sharing content that may suppress participation or mislead people about when, where or how to participate. There were also rules preventing impersonation and the use of synthetic or manipulated media ('deep fakes'), that deliberately try to make people think they are seeing reality and that causes serious harm. [REDACTED] shared policy updates on the labelling or removal of false or misleading information about how to participate, suppression or intimidation, misleading information about outcomes or false or misleading affiliation. Twitter had information on Twitter's [cause-based advertising policies](#), [the ban on political content](#), and Political Content [FAQs](#). However, these links are now out of date and we would welcome an update on how election advertising is treated. If it is allowed, an outline of what processes advertisers have to go through if any would be helpful.

In 2020, we did use the escalation channel to escalate one concern about a person claiming to have dual voted. We are keen to reconfirm the escalation process we should use for 2023 and to understand whether there have been any changes to the measures that Twitter has in place.

Happy to schedule a meeting to discuss if that is useful, otherwise any information you can provide would be appreciated.

Kind regards

Kristina Temel

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

Phone +64 4 806 3506 | [vote.nz](https://www.vote.nz) | [elections.nz](https://www.elections.nz)



**From:** [Kristina Temel](#)  
**To:** [REDACTED]  
**Cc:** [Braedyn Freebairn](#); [Jarrod Baker](#)  
**Subject:** General Election 2023: Meta and the Electoral Commission working together  
**Date:** Monday, 13 March 2023 3:55:00 pm  
**Attachments:** [image001.jpg](#)  
[scenarios - Copy.docx](#)

---

Kia ora [REDACTED],

Hope you are doing well. I thought it would be a good time to start touching base again on the election integrity measures Meta will have in place for the New Zealand general election.

We are keen to understand whether there have been any changes and whether the same measures that were in place for 2020 will be in place again, such as:

- the requirement for anyone running political ads in New Zealand to confirm their identity with a New Zealand Government issued ID, and disclose who is responsible for the ad in a public "Paid for by" disclaimer. We would be interested in understanding whether standing authorisations from 2020 are fine or whether all advertisers have to re-apply for authorisation. We currently have 15 registered parties, but 9 of the party secretaries are new since 2020 and so may need some guidance on what they will need to do. There are also shaping up to be some more umbrella/component party relationships.
- the Ad Library, where ads can be found for seven years where people can learn more about the ad, such as its range of impressions and spend, as well as aggregated demographic information, such as age, gender and location, about the people who saw the ad.
- third-party fact-checking. Will fact checking in NZ be provided again? Will it be in partnership with the Australian Associated Press (AAP)? When will that begin? Are politicians still exempt from third-party fact-checking?
- Is there a New Zealand policy page I can be directed to?

We know that under Meta's conditions, advertisers running ads must also comply with applicable laws, including disclaimer, disclosure and ad labelling; blackout periods; foreign interference; or spending limits and reporting requirements. [REDACTED]

[REDACTED] I have attached the 5 scenarios again. There have been no further law changes in these areas for the 2023 general election. The only difference is that there are no referendums this time.

The Electoral Commission's role has not changed. If we find that a page or ad is in breach of the promoter statement or authorisation requirements, we will attempt to liaise with the promoter in the first instance. If we cannot contact them, the person does not respond or does not take remedial action and we are satisfied that there is a breach of the Electoral Act, we will escalate to Meta via the escalation process. [REDACTED]

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

As before, we will not otherwise escalate matters related to complaints about false or misleading content online as we do not have the mandate to do so except in the very narrow range of circumstances in section 199A. We will make complainants aware of their ability to complain to the platform themselves if they wish to and we will also provide info on the roles of the other agencies including the Advertising Standards Authority, Broadcasting Standards Authority and Media Council.

In 2020, our escalation process was to email to: [REDACTED]. Be great to confirm that the process will be the same for 2023.

We have a party secretary briefing scheduled next month so if you could let me know by 10 April whether there are going to be any significant changes that I need to make them aware of, that would be useful.

We also of course welcome the opportunity to work together again with Meta to encourage participation in the election. Jarrod Baker from the Commission's communications team is still our person on that aspect and he is keen to discuss that ahead of the key election milestones – for enrolment, start of voting and election day.

Happy to schedule a meeting to discuss if that is useful.

Ngā mihi

Kristina

**Kristina Temel** | Manager, Legal and Policy | **Electoral Commission** | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140

Phone +64 4 806 3506 | [vote.nz](https://vote.nz) | [elections.nz](https://elections.nz)

[https://echo.election.net.nz/sites/default/files/ele0156\\_728x90\\_eng\\_2.jpg](https://echo.election.net.nz/sites/default/files/ele0156_728x90_eng_2.jpg)



**From:** [REDACTED]  
**To:** [Jarrod Baker](#); [Kristina Temel](#)  
**Cc:** [REDACTED]  
**Subject:** Meta - New Zealand Election | Training and Support Package  
**Date:** Wednesday, 12 July 2023 4:59:28 pm  
**Attachments:** [image001.png](#)  
[Meta Support Pro for Government, Politics and Nonprofit Partners.pdf](#)

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**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Kia ora, Kristina and Jarrod!

Thanks again for your time last week. Find below our training and support package for political parties, candidates and registered 3rd party promoters.

As we discussed, depending on your comfort levels, it would be helpful for you to use your existing communications channels (e.g. email, candidate portal on the site) to ensure as many of candidates, parties and promoters have the opportunity to engage in both the virtual training and with our dedicated help and support function, called Meta Support Pros.

Partly this is to avoid wasting your valuable time in responding to queries concerning our services, and to make access to our services equitable across the spectrum.

#### **Support resources:**

Firstly, on support, please find attached a PDF that details the following:

- What is Meta Support Pro?
- How do I get access to Meta Support Pro?
- What can Meta Support pro help with?

This document provides full details to get the best possible support from our political support function. You can also provide the direct link to the support portal as well, which will take users straight to the our political support channel - <https://www.facebook.com/gpa/help>.

We recommend you provide both the PDF and the link in your communications channels or as you determine appropriate.

#### **Training:**

We have developed a three-part virtual webinar programme that will assist in navigating our platforms, including our integrity measures and best practice. It covers key products and tools needed to launch a political campaign across our services. We cannot record these sessions but will run multiple sessions over the campaign period.

We have created registration links for these training sessions, and topline training objectives and dates for each virtual session (see below). You should feel free to copy and paste these into your portal and outreach emails, or as appropriate.

Note that as these are set up as Webinars via Zoom - the attendees names and details will be private from one another.

**Webinar #1: Meta Business Asset Health Check - August 2, 2023 | 11:00AM NZST**

- Use this training to ensure your organisation's Business Manager assets are set up and maintained in the best possible way.
- Account security and two-factor authentication
- Registration link: [REDACTED]

**Webinar #2: Reaching and Engaging Your Communities - August 9, 2023 | 1:00PM NZST**

- Learn the fundamentals across our organic and advertising tools to reach and engage your potential voters.
- Best practice tips on managing and engaging content formats
- Registration link: [REDACTED]

**Webinar #3 Advanced Advertising - August 15, 2023 | 11:00AM NZST**

- Use this training if you are currently boosting posts but want to get from the advanced suite of advertising tools and solutions.
- Registration link: [REDACTED]

Note, we also conduct our own outreach to existing political party contacts as well as contacting those parties, promoters and candidates via details provided on through the EC website.

We'll follow up with you shortly on the cross-border targeting messaging and processes too.

Thanks again - let us know if you have any questions.

Ngā mihi,

[REDACTED]



[REDACTED]

# META SUPPORT PRO

Meta Support Pro for Government,  
Politics and Nonprofit Partners

August 2022



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# What is Meta Support Pro?

The Meta Support Pro team provides consistent and seamless partner experience by answering product questions, resolving operational and technical issues for our government, politics and nonprofit partners.

The Meta Support Pro program streamlines points of entry and operations management for GPN entities and ensures equal support for all GPN partners.

Using Meta Support Pro is the most efficient way to get assistance on operational queries related to your Meta technologies and Instagram profiles, Pages, ad accounts and campaigns.

Government organizations, politicians, candidates for office and nonprofit groups have equal access to this team, which can help them learn how to use Meta technologies platforms through best practice materials available globally.

## Who Has Access To Meta Support Pro?

Any Meta technologies user managing a GPN ad account, Page, Business Manager or Instagram has access to Meta Support Pro.

If you are eligible but do not have access to meta support pro, please contact your Meta representative for support.



# What languages are supported by Meta Support Pro?

The Meta Support Pro team currently offers support in the following languages:

Arabic	Hindi	Thai
Bahasa Indonesia	Indonesian	Turkish
Bahasa Malay	Italian	Urdu
Bulgarian	Japanese	Vietnamese
Burmese	Korean	Ukraine
Czech	Mandarin	
Dutch	Polish	
English	Portuguese	
French	Romanian	
German	Russian	
Hebrew	Spanish	

The language you'll be receiving support in is automatically defined by the language settings of your Facebook app.

**Note:** If you submit a request in a language not supported, the team will support you in English.

## What can Meta Support Pro help with?

Currently, Meta Support Pro's offers help with the following type of requests related to your GPN ad account, Page, Business Manager or Instagram. Certain requests will require you to have an admin role for security reasons.



### Product questions

#### Examples

Can you assist me with setting up my disclaimer to run ads related to politics or social issues?

I have trouble getting authorized to run ads related to politics or social issues, can you help me?



### Operational requests

#### Examples

My ad has been in pending review for more than 24 hours, can you have it reviewed?

Can I change my page name to "ABC"?



### Technical issues

#### Examples

I tried to upload a cover photo, but it is saying "Unable to upload at this time." How do I change my cover photo?

When I click on my ad account the screen just freezes. I can't access my ad account.



**Where can I find  
Meta Support Pro?**

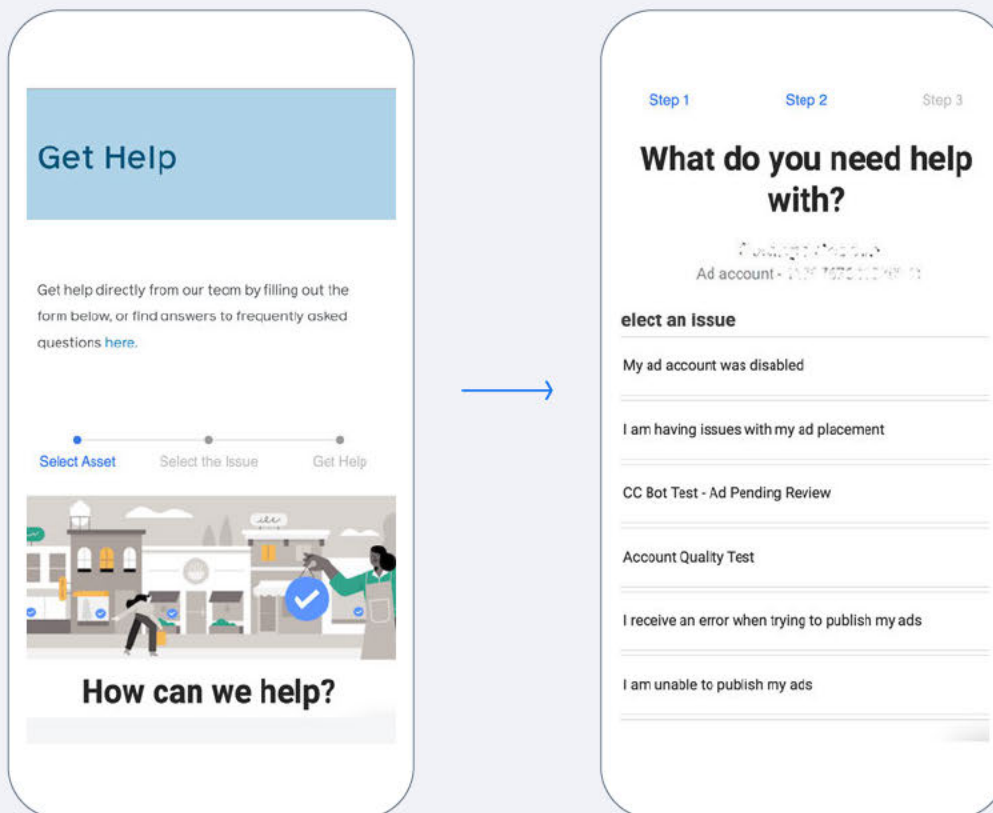
You can contact the Meta Support Pro team at [www.facebook.com/gpa/help](https://www.facebook.com/gpa/help).

**How can I submit a case?**

Access [www.facebook.com/gpa/help](https://www.facebook.com/gpa/help).

Scroll down, and select the asset (Ad account, Business Manager, Page, etc.) you would like to inquire about (if your assets do not appear, you might be logged out from your Facebook account. If that is the case, please log in and try again).

Once the asset is selected, select the issue.



**Confirm your email address as well as your preferred email address**

Your phone number and add as much detail about the issue as possible to help us investigate. You have the option to add screenshots, too.

**Support availability and hours**

If you are within chat business hours, click on Start Chat, and a member of the support team will answer you. If chat is not available at this time, a Meta Support Pro will reply back via email instead.

**Get Help**

Step 1 Step 2 Step 3

Ad account - [View account details](#)

**My ad account was disabled**

Based on your issue, others have found these resources helpful:

[Troubleshoot a Disabled Ad Account](#) [Learn More](#)

**Confirm your email address**

We will use this email to contact you about any updates on your request

**Confirm your phone number**

Please provide information that will help us investigate

**Troubleshoot a Disabled Ad Account**

If your ad account is disabled due to payment failure, see [troubleshooting a disabled ad account due to payment failure](#) instead.

To help keep Facebook safe and ensure positive experiences between people and businesses, we review ad accounts to check for violations of our [Advertising Policy](#) and [Terms of Service](#). This may result in ad accounts that don't comply with these policies and terms being disabled.

You can check the status of your ad accounts, Business Manager accounts, commerce accounts, catalogs and Pages in [Account Quality](#), which you can access when signed into your Facebook account.

**Best Practices for Complying with our Advertising Policy**

Keep these policy requirements in mind when creating your ads:

Ads may not promote [Unacceptable Business Practices](#):

- This includes promoting products, services, schemes or offers that use deceptive or misleading practices to scam people out of money or personal information.
- Avoid using sensational language that can feel misleading, such as ads that overpromise results or do not disclose risks.
- Ads must not contain profanity or bad grammar and punctuation.

**Avoid use of Misleading Claims:**

- Ads, landing pages, and business practices must not contain deceptive, false, or misleading content, including deceptive claims, offers, or methods.
- Ads, landing pages, and business practices must not contain promises/claims to cure chronic, incurable, or serious medical conditions.

# What happens once my case has been submitted?



## Within chat business hours

If you are contacting the support team within the chat business hours, a member of the team will be in touch with you directly through Messenger. Their usual response time is around two minutes. The agent will further investigate the issue on chat and provide a resolution.

If the team needs to escalate internally, the agent will close the chat and send you an email to continue the conversation as another team carries out the internal investigation.



## Outside chat business hours

You can still contact Meta Support Pro's outside of chat business hours. Your submission will go straight to the team's inbox, and an agent will follow up with you via email as soon as the team is back online!

# Required details for reporting an issue to Meta Support Pro

## Details matter

Please share as much information as possible about the issue you encounter, as this will help the support team to troubleshoot more efficiently.

## Context is important

Assume no prior knowledge of your issue and provide sufficient background information.

## Make sure to include the following information:

1. **Screenshots** and/or screencast
2. **Exact steps** to reproduce the issue
3. **Information on which platform** (web, Android, iOS) you're using
4. **Links of assets impacted**

## Case ID

Your escalation will generate an automated case ID which will be shared with you by the agent.

**You will be able to find this ID in the subject line of the email you receive from your agent.** It is important to know where to find your case ID, in case you need to follow-up with your Meta representative about your case.

## Admin rights

The Meta Support Pro team takes security seriously. **This is why certain requests will be processed only if requested by an admin of the asset** such as Facebook Page, Business Manager, ad account, etc. **This is to ensure the request is legitimate** and that only authorized users can make changes in an asset.

**You will need to add an admin to your communication to help us to validate your request.**

# Best practices for submitting a case

The best way to help the support team address your queries efficiently is to provide all the required information in your initial request.

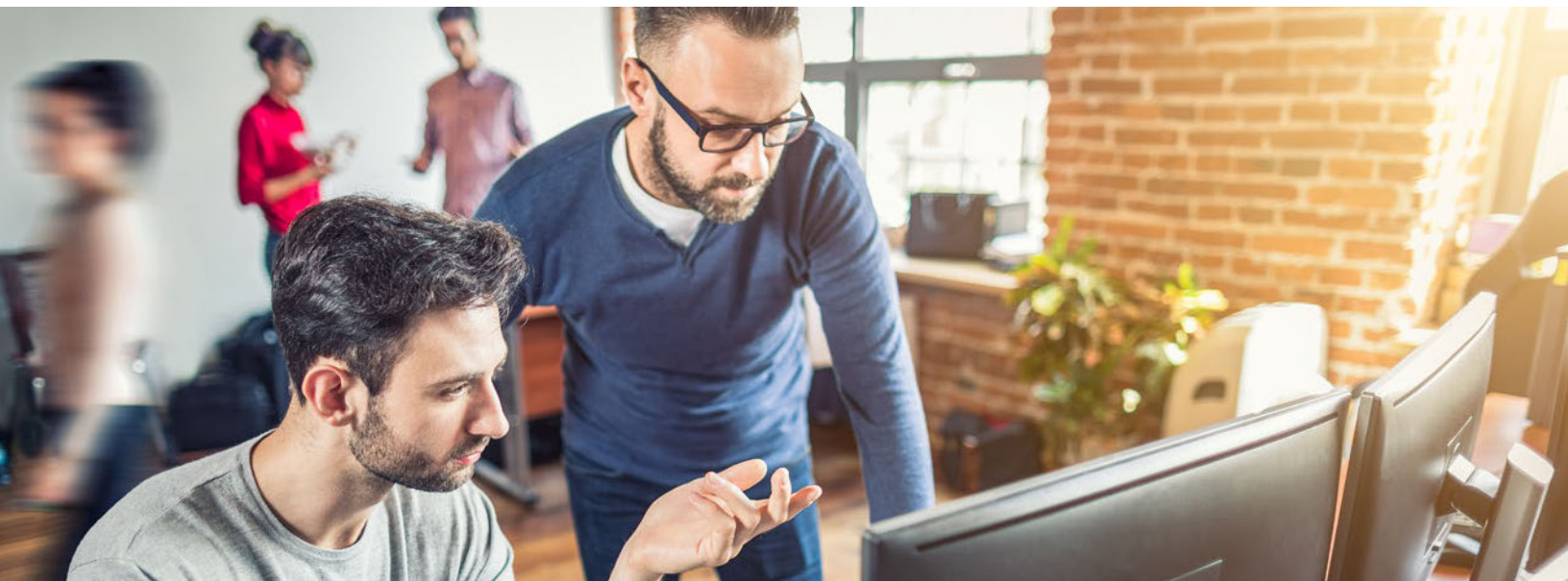
**Here are a few tips for filing a productive support case:**

1. **Please follow the instructions of the team;** they will request the relevant information that is needed in order to resolve your query the most efficient way. Provide clear context: Outline the issue from the mindset of providing information to someone who has no context about the issue.
2. **Include screenshots and/or screencast and as many details as possible about the issue**—include steps to reproduce it as well as which platform (web, Android, iOS) you're using.
3. **Include links:** Links of the asset(s) impacted.

## Technical Issue

If you're experiencing a technical issue (something is not working as expected) affecting one of your assets, **provide the following details:**

1. **Link of the asset** (Page, profile, group, Business Manager, ad account, etc.)
2. **Screenshots or screen recording of the issue**
3. **Devices used** (desktop/mobile) and **app version** (if applicable)
4. **What steps did you follow before experiencing the issue?**
5. **Are the other admins of your asset experiencing this same issue?**





### Appeal Ad Disapproval

If you can't edit your ad or feel that it was incorrectly rejected (based on our [Advertising Policies](#)), you can request another review by visiting Account Quality or by contacting Meta Support Pro.

#### Provide us with the following details:

1. Account ID
2. Ad ID(s) rejected



### We'll review your ad and determine whether your ad follows advertising policies.

Bear in mind that if the initial decision about your ad is reversed and your campaigns are active, your ads will start delivering automatically. **Your ad will be in the same status as your campaign**, if we reverse the decision.



### Ad Pending Review

Before your ads are published to Facebook or Instagram, we review them to ensure that they meet our advertising policies.

You can see the status of your ad in the Delivery column of Ads Manager.

Most ads are reviewed within 24 hours, although in some cases it may take longer.

If your ad has been in review for more than 24 hours, you can contact a Meta Support

#### Pro and provide the following information:

1. Account ID
2. Ad ID(s)



### Ad Account Disabled

You may see a notification at the top of an Ads Manager that the account is disabled for policy violations or inactivity.

#### If that is the case, please forward us the following information:

1. Ad account(s) ID(s)



### Take Down An Imposter

An imposter is an inauthentic profile/Page/Instagram that is trying to impersonate, misrepresent and/or pretend to be you or someone else.

**If you would like to report an impersonator, provide the following details:**

1. **URL of the official Page**, profile or Instagram account
2. **URL of the impostor Page**, profile or Instagram account



### Request A Page Name Change

If you require assistance to change a Page name, **provide us the following details:**

1. **Page URL**
2. **New page name change**
3. **Context:** This is necessary because we need to make a decision as to if the new name is compliant with our policies and represents the existing Page name.
4. **Rebrand:** State if it is a rebrand, so we can then process the name change in case the topics/name is completely different.



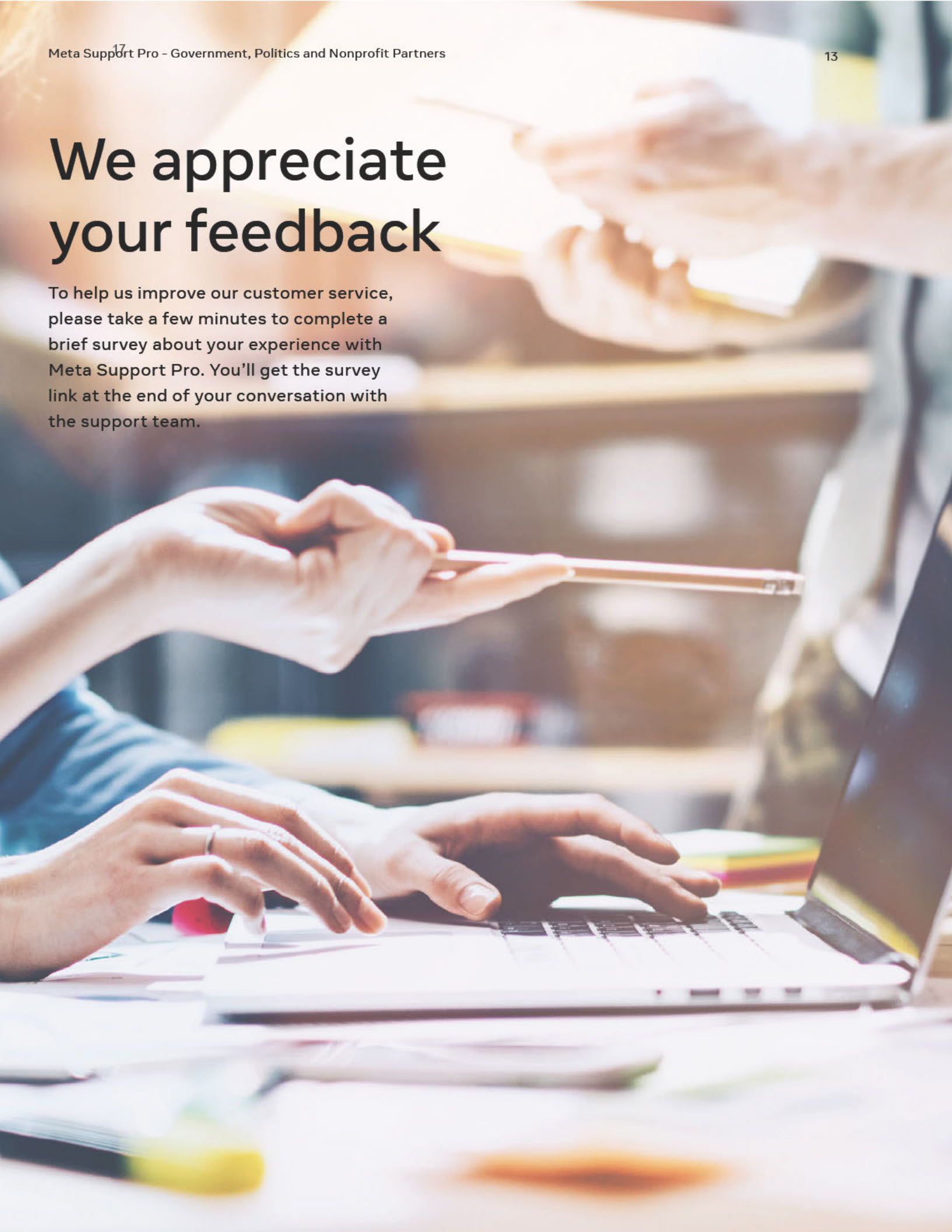
### Request A Username Change

If you require assistance to change a page name, **provide us the following details:**

1. **Page URL**
2. **New username requested**
3. **What the account represents**
4. **Context around why you are requesting a new username**, especially when very different from current one.
5. **Any information about account ownership**

# We appreciate your feedback

To help us improve our customer service, please take a few minutes to complete a brief survey about your experience with Meta Support Pro. You'll get the survey link at the end of your conversation with the support team.



## Conclusion

Meta Support Pro is available whenever you're stuck and need a helping hand. As someone managing for government organizations, politicians, candidates for office or nonprofit assets across Meta technologies, **you might find yourself in a situation where you need support quickly.** Whether you need to get answers to your burning questions related to a new product, solve issues you might have or ensure your operations run smoothly, **know your voice matters and will be heard.** Meta Support Pro offers help in many different languages, has a quick turnaround time and is just a few clicks away.

The Meta Support Pro team is always here to help you!

**From:** [REDACTED]  
**To:** [Kristina Temel](#); [Jarrod Baker](#)  
**Cc:** [REDACTED]  
**Subject:** Re: Meta - New Zealand Election | Training and Support Package  
**Date:** Wednesday, 19 July 2023 11:17:52 am  
**Attachments:** [image001.png](#)  
[image002.png](#)

**Electoral Commission Cyber Security Warning:** This email originated from outside of the Commission. Please take extra care when clicking links or opening attachments. When in doubt, contact the IT Service Desk.

Many thanks for this Kristina. We'll leverage all contact details provided and monitor weekly to ensure we are capturing any new organisations added.

Ngā mihi,

[REDACTED]

---

**From:** Kristina Temel <[Kristina.Temel@elections.govt.nz](mailto:Kristina.Temel@elections.govt.nz)>  
**Date:** Wednesday, 19 July 2023 at 6:37 am  
**To:** [REDACTED] Jarrod Baker <[Jarrod.Baker@elections.govt.nz](mailto:Jarrod.Baker@elections.govt.nz)>  
**Cc:** [REDACTED]  
**Subject:** RE: Meta - New Zealand Election | Training and Support Package

**This Message Is From an External Sender**

Kia ora,

Thanks for providing this. We have already just finalised a party secretary update so given the timing of the training sessions probably rather than us specially sending it out it's better coming from Meta in case party secretaries have any follow-up questions.

Good to also have the information though in case we get asked.

Contact details for all of the registered parties contesting the election are available [here](#) and the excel at the bottom of the page if that's easier. We keep this up to date.

Also, all of the current new party registration applications are notified [here](#) so you can see new parties that have applied for registration prior to the election.

The registered promoters for the election are listed [here](#) and we keep this updated as promoters are registered.

Ngā mihi

Kristina

**Kristina Temel | Manager, Legal and Policy | Electoral Commission | Te Kaitiaki Take Kōwhiri**  
PO Box 3220 | Level 10, 34 – 42 Manners Street | Wellington | 6140  
Phone +64 4 806 3506 | [vote.nz](https://vote.nz) | [elections.nz](https://elections.nz)



**From:** [REDACTED]  
**To:** [Kristina Temel](#); [Jarrod Baker](#); [REDACTED]; [REDACTED]  
**Subject:** CONFIRMED: In person WLG - Meta - EC - Election 2023  
**Start:** Tuesday, 4 April 2023 10:00:00 am  
**End:** Tuesday, 4 April 2023 11:00:00 am

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34/42 Manners Street, Te Aro, Wellington 6011

**From:** [REDACTED]  
**To:** [Kristina Temel](#); [Jarrod Baker](#)  
**Subject:** HOLD: Meta and EC - reporting channel and audience reach  
**Start:** Thursday, 6 July 2023 2:30:00 pm  
**End:** Thursday, 6 July 2023 3:30:00 pm

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#### Ways to join

##### Computer or Mobile:

<https://fb.zoom.us/j/97343925516?pwd=U1RKbkxGdzhra2duTGd4VDFlLa3AvZz09> <<https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Ffb.zoom.us%2Fj%2F97343925516%3Fpwd%3DU1RKbkxGdzhra2duTGd4VDFlLa3AvZz09&data=05%7C01%7Ckristina.temel%40elections.govt.nz%7C9a16a443ccbd43be21a708db7b710971%7Ca8cd4425361b4346a448cce70d9faf29%7C0%7C0%7C638239497658779500%7CUnknown%7CTWFpbGZsb3d8eyJWljoImFCMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IklhaWwILCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=%2BmoAGJlt8j6%2F2PKhAOeR90KmfwwUz5PYGd%2BdP496M%3D&reserved=0>>

##### Zoom Meeting Info:

Meeting ID: 97343925516

Passcode: 535408

##### Telephone:

Dial in on any of the following:

+1 253 205 0468,,97343925516#,,,,\*535408# <tel:+1 253 205 0468,,97343925516#,,,,\*535408#> US  
+1 253 215 8782,,97343925516#,,,,\*535408# <tel:+1 253 215 8782,,97343925516#,,,,\*535408#> US (Tacoma)  
+1 346 248 7799,,97343925516#,,,,\*535408# <tel:+1 346 248 7799,,97343925516#,,,,\*535408#> US (Houston)  
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+1 301 715 8592,,97343925516#,,,,\*535408# <tel:+1 301 715 8592,,97343925516#,,,,\*535408#> US (Washington DC)  
+1 305 224 1968,,97343925516#,,,,\*535408# <tel:+1 305 224 1968,,97343925516#,,,,\*535408#> US  
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888 788 0099,,97343925516#,,,,\*535408# <tel:888 788 0099,,97343925516#,,,,\*535408#> US Toll-free

Enabled by Zoom

## Scenarios

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