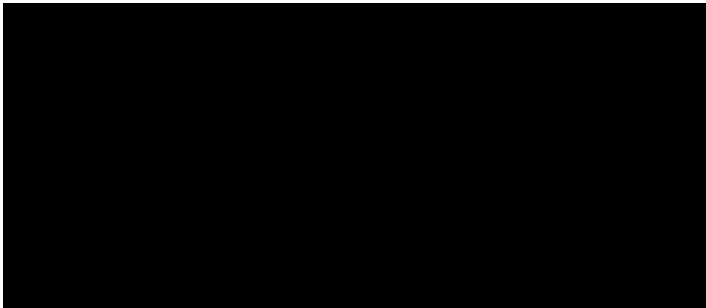


25 May 2023



Official Information Act #22.172 – Response

1. We refer to your request received on 3 May 2023 for information relating to Brand Developers Limited. You have requested the following:
 - 1.1 The number of complaints made to the Commerce Commission about Brand Developers Ltd to date;
 - 1.2 The years those complaints were made.
2. We have treated this as a request for information under the Official Information Act 1982 (OIA).

Our response

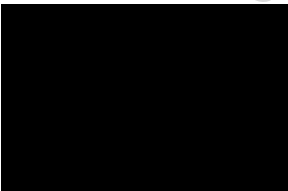
3. We have searched our database for complaints about Brand Developers Limited.
4. The Commission has received 478 complaints or enquiries in the period 6 January 2012 to 3 May 2023 about Brand Developers Limited. We set out in **Appendix A** the years those complaints were made.
5. Please note:
 - 5.1 The Commission's current database was implemented in 2017. At the time of implementation, complaints records from 1 January 2012 onwards were transferred to our current database.
 - 5.2 Limited complaint records from before 2012 were transferred to the current database. These do not reflect a complete picture of the complaints received by the Commission before 2012.

- 5.3 Other than complaints transferred to the current database, we are not able to access complaint records from our previous database(s).
6. It is important to consider complaint numbers in the following context:
- 6.1 Complaints data on its own cannot paint a complete picture of compliance with the law. The fact that a complaint has been received does not necessarily mean that a trader has done anything wrong or any harm has been caused to any consumer or competitor. Some complaints will not be investigated by the Commission because they are unfounded or outside our jurisdiction, and some complaints that are investigated will not proceed to further action.
- 6.2 The complaints data only reflects what consumers have chosen to report to the Commission or to other organisations that have in turn provided information to the Commission. Some complaints on the same matter are likely to have reached other complaint bodies instead of the Commission.
- 6.3 Larger traders are likely to generate more complaints as a function of their scale; we have not adjusted for this.
- 6.4 Complaint volumes for a trader can be about a single matter or multiple matters. Some matters that attract a high level of publicity can generate a large volume of complaints.

Further information

7. Please note the Commission will be publishing this response to your request on our website.¹ Your personal details will be redacted before publication.
8. Please do not hesitate to contact us at ويا@comcom.govt.nz if you have any questions about this response.

Yours sincerely



OIA and Information Coordinator

¹ <https://comcom.govt.nz/about-us/requesting-official-information/oia-register>

Appendix A	
Year	Number of complaints/enquiries
2012 ²	46
2013	31
2014	41
2015	62
2016	47
2017	36
2018	51
2019	43
2020	39
2021	42
2022	28
2023 ³	12

² From 6 January 2012.

³ As at 3 May 2023.