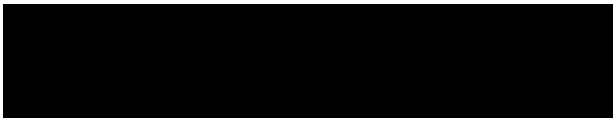


5 July 2019



Dear 

### Official Information Act #19.002- Social Media Influencers

1. We refer to your Official Information Act 1982 request received on 3 July 2019 for details of any payments made by the Commerce Commission (Commission) to social media influencers in return for posts, including information about the influencer, platform, cost of the post, topic and date.

### Our response

2. We have decided to grant your request.
3. The Commission has not made any payments to social media influencers in return for posts (or otherwise).
4. The Commission will be publishing this response to your request on its website. Your personal details will be redacted from the published response.
5. Please do not hesitate to contact us at [uia@comcom.govt.nz](mailto:uia@comcom.govt.nz) if you have any questions in regards to this request.

Yours sincerely

*Mary Sheppard*  
OIA Coordinator