Global Data and Cyber Handbook - New Zealand

Cookies, Online Tracking and Direct Marketing

| Contents |
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| To generate table of contents, right-click here and select **Update Field.** |

# Are there specific requirements for the use of cookies and other online tracking technologies?

*Last review date: 20 December 2024*

No.

# Are there specific requirements related to the use of personal data for direct marketing activities?

*Last review date: 20 December 2024*

Yes.

**☒  email marketing**

☒  prior opt-in consent

☒  opt-out or implied consent

☒prior existing business relationship (and subject to other requirements) with opt-out consent

**☒  SMS/text message marketing**

☒  prior opt-in consent

☒  opt-out or implied consent

☒  prior existing business relationship (and subject to other requirements) with opt-out consent

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