

9 May 2008

Bradley Ward
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Ministry of Economic Development
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Dear Mr Ward

Draft Digital Strategy 2.0

Thank you for the opportunity to comment on the draft Digital Strategy 2.0. As discussed with your drafting team, we welcome the themes of connection, confidence, content and collaboration. However, the issue of trust still needs to be better reflected by this framework. Trust is a ubiquitous component of digital confidence, content, and collaboration, particularly in the context of web 2.0 and beyond.

Trust is an enabler, incorporating privacy and security, and providing opportunities for business and individuals in the weightless economy. This includes opportunities to build privacy protection into digital content, as well as increasing individuals' awareness of privacy to enhance their digital literacy and confidence to interact with technology. This is a key aspect of the productive and sustainable use of information technologies and should be key to the Digital Strategy 2.0.

Given the government's award-winning work on identity and identity verification, a focus on protecting an individual's identity seems a reasonable practical extension of the 'promoting national identity' government goal that runs through the Strategy.

Good governance is also an important component of trust. As you may be aware, the New Zealand Privacy Act does not yet provide sufficient international safeguards to be EU compliant, which has a significant impact on our trading ability with the EU when personal data flows are required for commerce. This Office is currently pursuing amendments to the Privacy Act to make it EU compliant, and such activities could be reflected in the Strategy.

This Office is happy to work with your team to develop some appropriate additions for the final document, and your team have agreed to share revised drafts with us to assist us in providing you with additional content. In the meantime, please contact me (at rosie.byford@privacy.org.nz or on 04 494 7082) for any further assistance.

Yours sincerely



Rosie Byford
Team Leader, Technology