



Proposed changes to the NZBN Primary Business Data (PBD)

The New Zealand Business Number

The NZBN is a globally unique identifier, available to all businesses in New Zealand

What's the NZBN?

The New Zealand Business Number (NZBN) is a globally unique identifier, available to all businesses in New Zealand. An NZBN links directly to key information about a business, which makes it faster and easier to connect and interact with other businesses and government agencies.

What's PBD?

The NZBN Act 2016¹ refers to the information held about businesses on the NZBN Register as 'Primary Business Data' (PBD). This is the information that businesses are most often asked to share with other businesses and government – such as trading name, phone number, address and website. Holding this information securely in one place will save businesses time and money because they won't have to repeat basic information that's already been made available on the NZBN Register. When a business makes a change to its information on the NZBN Register, other organisations that are automatically consuming data from the Register will become aware of the change, making it easier and more efficient to keep information up-to-date.

Why are PBD changes being proposed?

Since implementation of the NZBN commenced in 2016, we've received extensive and consistent feedback from government agencies and businesses about the usefulness of the information held on the NZBN Register and how it can improve. Based on this feedback, steps are being taken to progress changes to the NZBN Register and associated PBD. If the proposed changes go ahead, the overall number of PBD items held on the NZBN Register would reduce slightly. However, the proposed changes are expected to make the PBD dataset substantially more useful to NZBN entities², and the businesses and government agencies that use and consume information from the NZBN Register.

Overview of the change proposals

The PBD change proposals set out in the discussion document are:

- > adding, for each of the PBD items, a purpose description to clarify what the PBD item specifically refers to and why it's included in the NZBN Register.
- > rationalising and adding to the suite of PBD address items to ensure that all the addresses routinely used for business transactions can be included on the NZBN Register.
- > further changes to help resolve uncertainty about the purpose of some of the current PBD address items (e.g. because different 'source register' statutes sometimes use the same term for different purposes).
- > removing and/or replacing PBD items where there's a strong consensus that the items are of little value on the Register and, where relevant, a new PBD item better meets the needs of government agencies or businesses (e.g. removing GST status and GST effective date items and adding a GST number item).
- > adding new PBD items where there's a strong consensus that the new items will substantially improve the usefulness of the NZBN (e.g. a payment bank account number, to facilitate finance and procurement transactions).
- > changing the default for some PBD items from other PBD (i.e. private) to public PBD. This includes the legal entity name of unincorporated entities and, where relevant, the NZBN entity's trading name(s) and public website address.

The summary tables show how the NZBN PBD might look if all the changes proposed in the discussion document were to proceed. The items highlighted in *italics* are the items that would be verified as accurate and could only be changed by the NZBN Registrar. The other items would generally be self-asserted and kept up-to-date by the NZBN entity or their authorised agent.

¹ <http://www.legislation.govt.nz/act/public/2016/0016/latest/DLM6431505.html?src=qs>

² Where we use the term 'NZBN entity' in this document that means an entity that is registered in the NZBN Register.

Saving businesses time and money



PBD items for all types of NZBN entities: Required and would be public on the NZBN Register

Primary business data item	Proposed change	Purpose of the item
Legal entity name	Add purpose description. Make this item public on the NZBN Register.	To enable the NZBN entity to be identified by its official (proper, legal) name
Trading name or names	Add purpose description. Make this item public on the NZBN Register.	To enable the NZBN entity to be identified by any other names it uses for business purposes
Trading area(s)	Will replace the current 'Location Identifier' PBD item.	To identify the geographic areas where the NZBN entity routinely conducts, or is available to conduct, its business activities in New Zealand
NZBN	Add purpose description.	To identify the NZBN allocated by the NZBN Registrar to the NZBN entity
Kind of entity	Add purpose description.	To identify the kind of entity in terms of how different entities are described in this Act
Status	Add purpose description.	To identify whether NZBN registration is current and any solvency issues
Industry classification	Add purpose description. Make this item public on the NZBN Register.	To identify the class(es) of business activity undertaken by the NZBN entity using the New Zealand government business industry classification (BIC) codes
Director(s)	Add purpose description. Make this item public on the NZBN Register.	To identify the people who govern the NZBN entity and its finances
Website	Add purpose description. Make this item public on the NZBN Register.	To identify the website address(es) of the NZBN entity's public-facing websites (if any) and the primary purpose of each website (if there is more than one)
Owner	Add purpose description. Make this item public on the NZBN Register.	To identify the people, or other entities, who own the NZBN entity
Registered address	Clarify that this item is <i>only relevant to registered companies and limited partnerships</i>	Where the NZBN entity is a company registered under the Companies Act 1993, or a limited partnership under the Limited Partnerships Act 2008, to record the address of the registered office of the company, or the limited partnership, in New Zealand consistent with the requirements of those Acts





Other PBD for all types of NZBN entities: May be provided voluntarily and kept private

Primary business data item	Proposed change	Purpose of the item
Phone number	Add purpose description.	To identify the contact phone numbers for the NZBN entity and the primary purpose for each number (if there is more than one)
Email	Add purpose description.	To identify the email addresses for the NZBN entity and the primary purpose for each email address (if there is more than one)
Postal address	Add purpose description.	To identify the address the NZBN entity uses to receive physical postal deliveries
Address for service	New PBD item and purpose description.	To identify the NZBN entity's physical address in New Zealand at which writs, summons, notices and other legal documents can be served (as appropriate) on the entity, its management/employees and/or its Director(s) or Owner(s)
Office address	New PBD item and purpose description.	To identify the address where the NZBN entity's administrative headquarters are located
Delivery address	New PBD item and purpose description.	To identify the primary, physical address at which the NZBN entity wishes to receive physical deliveries of 'goods' and other items that are not postal deliveries
Invoice address	New PBD item and purpose description.	To identify the address the NZBN entity uses to receive deliveries of invoices
GST Number	New PBD item and purpose description.	To identify the NZBN entity's GST number(s), if any
Payment bank account number	New PBD item and purpose description.	To identify the primary bank account the NZBN entity uses to receive payments
Australian Business Number (ABN)	Add purpose description.	To identify the NZBN entity's ABN (if any)

Managing the privacy impacts of some change proposals

Because of privacy concerns for some individuals in business, we've given special attention to the proposals to make the legal name and/or trading name(s) of unincorporated entities public on the NZBN Register.

We completed a privacy impact assessment process and have secured in principle support from the Office of the Privacy Commissioner for an approach that addresses privacy concerns. That approach would involve regulations, or some other new legislative provision, to enable the NZBN Registrar to suppress Public PBD where the Registrar is satisfied that specific grounds for doing so have been met (e.g. for reasons of personal safety or protecting the public interest).

With some improvements, outlined in the full PBD discussion document, we envisage that the NZBN PBD suppression approach would operate in a manner like the non-disclosure regime operated by the Australian Business Register (ABR). For information on the ABR regime please check out the ABR website via the following link.

<https://abr.gov.au/For-Business,-Super-funds---Charities/Applying-for-an-ABN/Your-business-information-on-the-ABR/Suppress-your-ABN-details/>

Along with other feedback, we welcome comments on the potential privacy impacts of these two change proposals, which are discussed in more detail in the PBD discussion document in the section headed up as "Proposed changes to other PBD for unincorporated entities (Part 4, Schedule 2)".

It's time to have your say

We're pleased to invite submissions on these proposed changes from any interested parties. We encourage you to review each of the proposals outlined in the PBD Discussion document and to make a submission indicating your support, or opposition, and/or any refinement or alternatives you might wish to suggest. The PBD discussion document explains how to have your say before the deadline for submissions –20 June 2018 at 5pm. After analysing the submissions and reporting to Ministers, and subject to Ministerial agreement, our aim would be to complete the change process before the end of 2018.

To download the discussion document and submission template, visit: <http://www.mbie.govt.nz/info-services/business/better-for-business/proposed-changes-to-nzbn-primary-business-data/consultation>