What's Primary Business Data?

Your NZBN is linked to core information about your business, which is stored on the NZBN Register. This information is called your Primary Business Data (PBD). Typically this is the information you're most likely to be asked to share with other businesses and government agencies.

Your PBD includes information such as:

- Trading name
- Legal business name
- Physical address
- Registered business address

- Email
- Phone number
- Business Industry Classification Code
- Website address

Make your core business information public

If you're a sole trader, partnership or trust you can choose to keep some of your core business information private. But it makes sense to make it publicly available, as then it's easier for other businesses to connect with you. The more you make publicly available the better your NZBN can work for you, and the less work you'll have to do to keep everyone informed.

For example - if you make your cellphone number publicly available – then people will know how to contact you for products or services. If your trading name is publicly available, another business can verify that yours is the organisation they were intending to deal with.

Keep your core business information up-to-date

Your core business information is a valuable business asset, and it's important you keep it up-to-date so that when other businesses or the government want to connect or transact with you, your NZBN information is current.

For example, imagine if you're a supplier to a large grocery wholesaler who integrates the NZBN data to pay its suppliers, and you were moving premises. You'd want to update your core business information to ensure it was up-to-date so there were no payment issues.

Or perhaps your customer requests additional services from you; they'd use your core business information to pre-populate their electronic forms. You'd want that information to be correct for your business.

Connecting with customers through their core business information

You can also learn more about your customers by using their NZBN to match data you hold about their business. This enables you to interact more effectively with them on supply, procurement and a range of other services.

Integrating their NZBN data into your systems ensures you're using up-to-date data in your organisation when you're dealing with those businesses. This will mean that doing business is faster and more efficient for you and your customer.

Find out more about our **NZBN Notification API** to help you ensure you keep the data you hold on your customers up-to-date.