

Nicola Hesketh  
Project and Information CoOrdinator

**Our Ref: FOI5186/NH/02**  
**Please ask for: Nicola Hesketh**  
**Direct dial: 01827 709 587**  
**E-mail: FOImailbox@tamworth.gov.uk**

[Name Redacted]  
Big Brother Watch

12<sup>th</sup> June 2018

Dear [Name Redacted]

### **Freedom of Information – Request for Information**

With regards to your recent enquiry for information held by the Authority under the provisions of the Freedom of Information Act. Please find the information you requested below with reference in the box to your original enquiry for clarity where multiple answers are required.

#### **Details of Your Request**

*I write to request information and records under the FOIA, regarding your authority's use of services and data provided by marketing and consumer behaviour research companies.  
Specifically, I am asking the following:*

1. *Does your organisation use any type of data or services provided by Experian?  
If yes, can you please provide details of:*

- a. *The type of data or service acquired.*
- b. *The dates that these data and/or services were acquired and were in use.*
- c. *The amount of money spent on these products.*
- d. *Any instances where these products were used for predictive modelling.*

2. *Has your organisation purchased any data or services from other companies engaged in market research/consumer behaviour data aggregation and/or analysis?  
If yes, please provide company names and details of:*

- a. *The type of data or service acquired.*
- b. *The dates that these products were acquired and were in use.*
- c. *The amount of money spent on these products.*
- d. *Any instances where these products were used for predictive modelling.*

#### **The response to your request as follows:**

1. Does your organisation use any type of data or services provided by Experian?

If yes, can you please provide details of:

- a. Bank details verification
  - b. Current service
  - c. Spend information is considered publically available on our website at: <http://www.tamworth.gov.uk/spending-summary> therefore an exemption under Section 21 of the FOI Act is applied to this part of your request.
  - d. . N/A
2. None known.

**IMPORTANT NOTICE ABOUT USE OF INFORMATION PROVIDED UNDER THE FREEDOM OF INFORMATION ACT (FoIA)**

Most of the information that we provide in response to Freedom of Information Act 2000 requests will be subject to copyright protection. In most cases the copyright will be owned by Tamworth Borough Council. The copyright in other information may be owned by another person or organisation, as indicated on the information itself.

You are free to use any information supplied for your own non-commercial research or private study purposes. The information may also be used for any other purpose allowed by a limitation or exception in copyright law, such as news reporting.

However, any other type of re-use, for example by publishing the information in analogue or digital form, including on the internet, will require the permission of the copyright owner. For information where the copyright is owned by Tamworth Borough Council details of the conditions on re-use can be provided on application to the contact below.

For information where the copyright is owned by another person or organisation you must apply to the copyright owner to obtain their permission.

This council also believes in transparency of information, this includes requests made under the Freedom of Information Act and the Environmental Information Regulations and we reserve the right to publish these requests in our Disclosure Log along with the response, the requestors name and/or company where the information is requested on a regular basis. Care shall be taken not to publish your email address or physical address where it is considered personal information as defined under the General Data Protection Regulation 2018.

Project and Information Coordinator,  
Tamworth Borough Council,  
Marmion House,  
Lichfield Street,  
Tamworth,  
B79 7BZ

Details of Tamworth Borough Council's internal review and complaints procedure are attached, in accordance with the provisions of the Act.

Yours Sincerely

Nicola Hesketh  
Project and Information Coordinator