



24 May 2018

FREEDOM OF INFORMATION REQUEST – 595/18

Dear Sir/Madam

Your request for information has now been considered and the information requested is provided below.

Request/Response:

1. Does your organisation use any commercial geodemographic segmentation data or services such as Experian's MOSAIC, CACI's ACORN?

Answer: Rutland County Council has access to Experian MOSAIC.

2. If yes, can you please provide details of:

a. The dates that these products were acquired and were in use?

Answer: Rutland County Council have had access to Experian Mosaic data since July 2015.

b. The amount of money spent on these products?

Answer: Rutland County Council has approximately spent £4,000 per annum.

c. The purposes for which you use these products.

Answer: Rutland County Council uses this product for customer profiling, secondary evidence layer for reporting.

d. What categories of data do you specifically use from within these products for your work?

Answer: Rutland County Council does not hold this information.

e. Any instances where these products were used for predictive modelling.

Answer: Rutland County Council has not used this product for predictive modelling.

3. Do you have any partnerships with any other public or commercial bodies for data sharing?



Answer: Rutland County Council does not have any partnerships with any other public or commercial bodies for data sharing.

4. Have you developed your own demographic profiling systems?

Answer: Rutland County Council has not developed our own demographic profiling systems.

5. If yes, can you please provide details of:

a. What methodology was used in the creation of these profiling systems?

Answer: Not Applicable

b. The sources of any open, partnership, and/or third party data used in the creation of these profiling systems?

Answer: Not Applicable

If you are dissatisfied with the handling of your request please contact the Data Protection Officer, Rutland County Council, Catmose, Oakham, Rutland LE15 6HP
You can also complain to the Information Commissioner at:

The Information Commissioner's Office
Wycliffe House, Water lane
Wilmslow, Cheshire
SK9 5AF
Tel: 01625 545700

Yours faithfully

FOI Administrator
Business Support Team
Rutland County Council