



25 May 2018

FREEDOM OF INFORMATION REQUEST – 638/18

Dear Sir/Madam

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

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.

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

Answer: Rutland County Council uses data or services provided by Experian.

If yes, can you please provide details of:

a. The type of data or service acquired?

Answer: Rutland County Council uses data or service for customer profiling.

b. The dates that these data and/or services were acquired and were in use.

Answer: The data and/or services were acquired by Rutland County Council and were in use from July 2015.

c. The amount of money spent on these products.

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

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

Answer: Rutland County Council does not use Experian for predictive modelling at the moment.

2. Has your organisation purchased any data or services from other companies engaged in market research/consumer behaviour data aggregation and/or analysis?

Answer: Rutland County Council has not purchased any data or services from other companies engaged in market research/consumer behaviour data aggregation and/or analysis.

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