

Response to Request for Information

Reference FOI 002284
Date 11 May 2018

Marketing and Consumer Behaviour Data and Services

Request:

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.
[MOSAIC Public Sector package \(Grand Index, online segmentation portal logins, postcode matches for Black Country and South Staffordshire\).](#)

[Annual Household Income Data](#)

[CitizenView Plus and Debt Prioritisation Service](#)

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

- c. The amount of money spent on these products.
[With reference to question b. and c. above, we can confirm that the department holds information that you have asked for in relation to the above. However, the information is exempt under section 21 of the FOI Act because it is reasonably accessible to you, and I am pleased to inform you that you can access it on our website via the following link: <https://wolverhamptoncouncil.accordcontracts.com/freedom-of-information/contracts>](#)

[Section 21\(1\) of the Freedom of Information Act exempts disclosure of information that is reasonably accessible by other means, and the terms of the exemption mean that we do not have to consider whether or not it would be in the public interest for you to have the information.](#)

[You can find out more about Section 21 by reading the extract from the Act, available at: <http://www.legislation.gov.uk/ukpga/2000/36/section/21>](#)

- d. Any instances where these products were used for predictive modelling.
[No predictive modelling using MOSAIC has been developed.](#)

[NOT PROTECTIVELY MARKED]

No predictive modelling used with income data.

No predictive enquiries currently being used by Revenues and Benefits.

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

No

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.