



Ref: FOI / 1840

06 June 2018

Ms

Email: @

Dear Ms

Freedom of Information Act 2000 Request Marketing and Consumer Behaviour Data and Services

I refer to your FOI request and advise Derry City and Strabane District Council holds the below information.

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

Response: Culture: Yes
Planning: If required/one occasion

If yes, can you please provide details of:

a. The type of data or service acquired.

Response: Culture: QuickAddress Rapid V3.1 API
Planning: Retail Planner Briefing Note

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

Response: Culture: Annual software subscription ending February 2017
Planning: 11 November 2015

b. The amount of money spent on these products.

Response: Culture: £477.15
Planning: £600.00

Derry

C/o Council Offices
98 Strand Road
Derry
BT48 7NN

Strabane

C/o Council Offices
47 Derry Road
Strabane
BT82 8DY

+44 (0) 2871 253 253
info@derrystrabane.com
www.derrystrabane.com

f Derry City & Strabane District Council
@dcscouncil

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

Response: No

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

Response: 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.

If you are dissatisfied with our response you have rights of review and appeal; these rights consist of two review processes. Firstly our internal review procedure is available by contacting:

John Kelpie
Chief Executive
Derry City and Strabane District Council
98 Strand Road
Derry BT48 7NN Tel 028 71253253 or email john.kelpie@derrystrabane.com

Secondly, you can appeal directly by contacting the Information Commissioner at:

Information Commissioner
Wycliffe House
Water Lane
Wilmslow
CHESHIRE SK9 5AF Tel: 0303 123 1113 (local rate) or email: casework@ico.org.uk

Yours sincerely

Derry

C/o Council Offices
98 Strand Road
Derry
BT48 7NN

Strabane

C/o Council Offices
47 Derry Road
Strabane
BT82 8DY

+44 (0) 2871 253 253
info@derrystrabane.com
www.derrystrabane.com

 Derry City & Strabane District Council
 @dcscouncil