

East Lothian Council

FOI Ref: 2018/504922

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

No

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

Not applicable

It may help to explain that Freedom of Information legislation only applies to information which is held or recorded by a public authority. It does not apply to views, opinions, intentions or questions which simply require a yes/no answer. In view of this, the questions asked are not technically valid for the purposes of this legislation as they are not requests for specific recorded information that East Lothian Council may or may not hold.

In order to assist you, however, colleagues have addressed the questions posed to the best of their knowledge. For future reference, a link to the "Tips for Requesters" page of the Scottish Information Commissioner's website has been provided which you may find useful:

<http://www.itspublicknowledge.info/YourRights/Tipsforrequesters.aspx>

- a. The dates that these products were acquired and were in use.
- b. The amount of money spent on these products.
- c. The purposes for which you use these products.
- d. What categories of data do you specifically use from within these products for your work?
- e. Any instances where these products were used for predictive modelling.

3. Do you have any partnerships with any other public or commercial bodies for data sharing? No

4. Have you developed your own demographic profiling systems? No

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

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

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