

East Lothian Council

FOI Ref: 2018/507171

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.

Specifically, I am asking the following:

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

If yes, can you please provide details of:

- a. The type of data or service acquired.
We use an Experian product called Bank Wizard. The tool validates bank details for direct debit payments and is integrated into some of our Revenues' systems
<https://www.experian.co.uk/payments/payment-validation/bank-account-validation.html>
- b. The dates that these data and/or services were acquired and were in use.
Integrated into systems from 2010.
- c. The amount of money spent on these products.
Part of an overall contract with a separate software/system supplier and not individually charged.
- d. Any instances where these products were used for predictive modelling.
None

2. Has your organisation purchased any data or services from other companies engaged in market research/consumer behaviour data aggregation and/or analysis? Not within the Revenues Service.

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.