

Freedom of information request NCC-031292-18

Thank you for your freedom of information request for ease I have provided a response alongside each point raised as follows:

1. Does your organisation use any type of data or services provided by Experian? Yes – Mosaic Public Sector Profiler and Companies House dataset

If yes, can you please provide details of:

- a. The type of data or service acquired.
 1. Mosaic Public Sector for Nottinghamshire.
 2. Companies House dataset – Nottinghamshire Businesses
 - b. The dates that these data and/or services were acquired and were in use.
 1. BMS dates - May 2017 – May 2018, we still have an agreement.
 2. 2017 - used internally for work planning.
 - c. The amount of money spent on these products.
 3. £16098.03
 4. £3500
 - d. Any instances where these products were used for predictive modelling.
 5. We use it for community profiles, marketing, planning etc.
 6. Planning for economic development
2. Has your organisation purchased any data or services from other companies engaged in market research/consumer behaviour data aggregation and/or analysis? OAC – Census 2011 & Enventure

If yes, please provide company names and details of:

- a. The type of data or service acquired. OAC census data – Enventure annual residents survey in partnership with Nottinghamshire Police.
- b. The dates that these products were acquired and were in use. 2011. Enventure 2012.
- c. The amount of money spent on these products. Free. Enventure Nottinghamshire County Council contribution £9,500
- d. Any instances where these products were used for predictive modelling.

I trust the above information is of assistance to you.

If you are unhappy with the way your request was dealt with and wish to make a complaint, please write to the Team Manager, Complaints and Information, County Hall, West Bridgford, Nottingham, NG2 7QP or email foi@nottscc.gov.uk quoting the reference above

With kind regards

Lorraine Hayes
Complaints Information & Mediation Officer
Complaints & Information Team
Resources Department
Nottinghamshire County Council
West Bridgford
Nottingham
NG2 7QP
0115 97 72788