



Information Governance

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Dear Sir/Madam

**Freedom of Information Act 2000 (FOIA)
Request ID: REQ04210**

Thank you for your request for information relating to data or services provided by Experian.

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.

Audit Team: To establish residency and obtain credit reports.

Trading Standards: Financial reports for the prevention and detection of crime and / or proceeds of crime investigations.

Property services: We buy a Goad plan produced by Experian, the Goad is a retail location plan and we buy the plan for Coventry City Centre. The plans is used as a source of information.

Housing Benefit Overpayment Enforcement Team: To establish residency and obtain credit reports.

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

Audit team: This is currently ongoing.

Trading Standards: Financial investigations have been conducted since 2011.

Property Services: This is currently ongoing.

Housing Benefit Overpayment Enforcement Team: This is currently ongoing.

c. The amount of money spent on these products.

Audit Team: In 2017-18, Internal Audit spent £376.50 with Experian.

Trading Standards: In 2017 trading standards spent £624.55.

Property Services: The cost over the past 5 years has been £700.

Housing Benefit Overpayment Enforcement Team: The yearly spend on Experian is £9000.

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?

No from all teams.

If yes, please provide company names and details of:

a. The type of data or service acquired.

Not applicable.

b. The dates that these products were acquired and were in use.

Not applicable.

c. The amount of money spent on these products.

Not applicable.

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

Not applicable.

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Should you wish to make any further requests for information, you may find what you are looking for is already published on the [Council's web site](#) and in particular its FOI/EIR [Disclosure log](#), [Council's Publication Scheme](#), [Open Data](#) and [Facts about Coventry](#).

If you are unhappy with the handling of your request, you can ask us to review our response. Requests for reviews should be submitted within 40 days of the date of receipt of our response to your original request – email: infogov@coventry.gov.uk

If you are unhappy with the outcome of our review, you can write to the Information Commissioner, who can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or email casework@ico.org.uk.

Please remember to quote the reference number above in your response.

Yours faithfully

Information Governance