



Reference: RFI 1805019

**Request:**

I write to request information and records under the FOIA, regarding your authority's use of geodemographic segmentation products and profiling systems.

Specifically, I am asking the following:

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

Experian MOSAIC

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

- a. The dates that these products were acquired and were in use.  
Mosaic was used for a 2 year period 2005-2007 and again from 2016 to date.

- b. The amount of money spent on these products.  
The procurement of the products falls within the partnership arrangements with Engie Limited and therefore is not for disclosure due to commercial sensitivity.

- c. The purposes for which you use these products.

Data from Experian MOSIAC provides greater insight into residents and service users.

- d. What categories of data do you specifically use from within these products for your work?

We attach a Mosaic code to a household

- e. Any instances where these products were used for predictive modelling.

No

3. Do you have any partnerships with any other public or commercial bodies for data sharing?

Not for the use of use of geodemographic segmentation products and profiling systems.



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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?

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Page 2 of 2