



# Democratic value:

Exposing the scale of the commercial sale of  
the edited electoral roll

A Big Brother Watch report

September 2013

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## Key Findings

The research covers the period 01 May 2007 – 01 May 2012.

- At least **307 councils have sold information** from the edited register over the five years covered by the report
- There have been at least **2,742 sales of the edited register** over the five years
- Sale of the edited register amounted to at least **£265,161.21**.
- The council with the **most buyers was Westminster, which sold it 93 times**
- **Four councils** sold the edited register to **more than 50 buyers**
  - Westminster, Elmbridge, Kensington and Chelsea, Broadland
- **19 councils** sold the edited register to **between 25 and 49 buyers**
  - Camden, Ceredigion, Hammersmith and Fulham, South Oxfordshire, Tower Hamlets, Barnet, Merton, Wandsworth, Birmingham, Herefordshire, Dumfries and Galloway, Islington, North Dorset, Orkney Islands, Richmond upon Thames, Wealden, Wycombe, Babergh, Woking.
- Very few people are aware they are able to permanently opt-out of the edited register. For example, **66,747 people (47.02%)** chose to opt-out in Westminster in 2012, but **none** have chosen to do so permanently.

## Executive Summary

The Edited Elector Register was introduced in 2002. Since then it has become clear it serves little purpose for the general public, several organisations have called for it to be abolished and millions of people have sought to opt-out of the system.

The financial amounts involved for the 307 councils who have sold their EER is not a vital revenue stream (revenue was £256k across all 307 authorities) while the role undermines trust in the electoral register, makes it less attractive to register to vote and creates additional paperwork for electoral staff.

We believe the EER should be abolished. This is a view shared by the Electoral Commission, the Association of Electoral Administrators and the Local Government Association.

The sale of personal information by public authorities, particularly for marketing purposes, is something that should never be routine. It undermines trust and confidence in the wider public sector's ability to protect people's privacy and potentially deters people from engaging in a critical part of our democracy.

If the EER is to be retained, at the very minimum, the Cabinet Office should allow councils to include a permanent opt-out option on the electoral registration form, something currently not possible due to statutory provisions and the threat of legal action against councils doing so without a prior statutory change.

Some councils, for example York, are trying to take steps to make it easier to exercise the permanent opt out and they should be applauded for these efforts. However they are forced to pursue this contrived effort because of the limits of existing legislation. Reform of this legislation should be a priority if the edited roll is to remain.

We have included in the appendix a template for people to use to exercise a permanent opt-out.

## Policy Recommendations

### **1. The edited register should be abolished**

We wholly agree with the Electoral Commission, the Local Government Association and The Association of Electoral Administrators that the edited register should be abolished. We believe that the existence of the edited register impacts on election participation as people are concerned about their personal information being shared for marketing purposes and undermining trust in the electoral registration system.

### **2. If the edited register is to remain, it should either be opt-in or at a minimum councils should be able to offer the permanent opt-out on registration forms.**

Polling shows 79% of people are unaware that they were able to opt-out of the EER. This is also reflected in the evidence that councils with more than 50,000 people opting out on an annual basis rarely see anyone opting out permanently.

However, as this would require legislative change, an interim solution would be for the Electoral Commission to issue new guidance making clear councils can and should inform electors of the Section 11 permanent opt-out.

## Introduction

Since the Edited Electoral Register (EER) was introduced in 2002 it has been a controversial addition to the Electoral Register (ER). Unlike the Full Electoral Register (FER), which is used for electoral, credit reference and other limited purposes, anyone can buy the EER. It is this indiscriminate availability that has led to derision of the register by industry bodies, MP's and the electorate.

For those who believe that the EER should be abolished, it is the general belief that the fact that it is used for purposes other than elections acts as a dis-benefit and disincentive to person's wishing to register as an elector. As a consequence, this leads to a lack of accuracy and completeness in the register and inhibits with the democratic process. A recent survey carried out by the Local Government Association and the Association of Electoral Administrators found that almost nine in ten electoral officers surveyed believed that the practice of selling the electoral register discouraged people from registering to vote.<sup>1</sup>

Persons that have failed to register have cited not wanting to receive junk mail, personal security, and identity fraud fears, among others as being reasons for not registering. From this there is little doubt that if the ER was for exclusively electoral purposes, more people would register.

Very limited public opinion research is available, but a MORI survey carried out for the Electoral Commission in 2003 found 79% of people were unaware of the provision allowing people to opt-out of the edited version when they register to vote.<sup>2</sup> In addition, a qualitative research study from 2004/05 found that the level of awareness of the difference between the FER and the EER was low.<sup>3</sup>

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<sup>1</sup> New survey shows overwhelming support for changes to electoral register" LGA press release - Tuesday 26 August 2008.

<sup>2</sup> The Electoral Commission (September 2005) *Understanding electoral registration*, Research Report.

<sup>3</sup> Public opinion research: Winter 04/05, research study conducted by the MORI Social Research Institute on behalf of The Electoral Commission.

The Individual Electoral Registration (IER), will give people more control over whether to remain on the EER. Presently, whoever fills out the registration has control. The IER will allow voters to individually choose from themselves whether they want Electoral Registration Officers (ERO) to be able to sell their information to third parties in the form of the EER.

ERO's have a big part to play in the promotion of transparent and fair electoral practices, including the sharing of voter's information. It should be every ERO's responsibility to ensure that balances, consistent guidance is produced and issued to voters before they make the decision as to whether to be added or remain on the EER. The fact that voters have to re-state their choice every year and are not asked if they would like to permanently opt-out only undermines the ability of voters to exercise control over their personal information.

## About the Edited Register

### **What is the difference between the Edited and Full Electoral Register?**

The electoral register is the list of everyone who is registered to vote in a local area. There are two versions of the register – the full version, and the edited version. Individuals' details will appear on the full version of the register, but you can choose to have your details excluded from the edited version when registering. The full register is used for elections, preventing and detecting crime, and checking applications for credit. The edited register is available for general sale and can be used for commercial activities such as marketing.<sup>4</sup>

The LGA estimates that on average councils raise around £1,900 from selling the register a year, but have suggested this is unlikely to cover the cost of administering registers and dealing with associated enquiries and correspondence.

### **What is the Edited Electoral Register?**

The edited version of the register has only been in existence since 2002 when new regulations were introduced to establish a new framework governing access to the electoral register and the supply and sale of the register. Before 2002 the full

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<sup>4</sup> <http://www.electoralcommission.org.uk/faq/voting-and-registration/what-is-the-electoral-register>

electoral register could be made available for a variety of purposes and any organisation or person could buy a copy.<sup>5</sup>

The edited version of the electoral register can be sold to anyone. Electors can opt out of having their details included in this version by ticking an 'opt-out' box on the electoral registration form; however, this opt out is not permanent and has to be renewed by voters each year. The Labour Government carried out a consultation about ending the sale of the edited version of the register in 2009-10 but did not publish the responses it received and made no changes to the current arrangements.<sup>6</sup>

There are no restrictions on the sale of the edited version of the register; it can be made available to any person for any purpose.<sup>7</sup>

### **Who is For and Against the Electoral Register?**

The Electoral Commission and the Association of Electoral Administrators have called for the abolition of the edited register; both organisations believe that the register should only be used for purposes related to elections and referendums. The Political and Constitutional Reform Select Committee also recently called for the abolition of the edited register in its report on the Government's proposals for individual electoral registration and other electoral administration provisions. Other organisations, including credit reference agencies, debt collection agencies and direct marketing companies, have argued for the retention of the edited register.<sup>8</sup>

The Government announced during the committee stage of the Electoral Registration and Administration Bill 2012-13 on 25 June 2012 that the edited register will be retained.<sup>9</sup>

### **The Data Sharing Review 2007-08**

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<sup>5</sup> <http://www.parliament.uk/briefing-papers/SN06198.pdf> p.3

<sup>6</sup> Edited electoral register – Commons Library Standard Note, Published 06 August 2012, Standard Notes SN06198 <http://www.parliament.uk/briefing-papers/SN06198>

<sup>7</sup> <http://www.parliament.uk/briefing-papers/SN06198.pdf> p.3

<sup>8</sup> Edited electoral register – Commons Library Standard Note, Published 06 August 2012, Standard Notes SN06198 <http://www.parliament.uk/briefing-papers/SN06198>

<sup>9</sup> Edited electoral register – Commons Library Standard Note, Published 06 August 2012, Standard Notes SN06198 <http://www.parliament.uk/briefing-papers/SN06198>

On 11 July 2008 the Ministry of Justice published a report on the Data Sharing Review. The Review was set up by the Labour government in December 2007 to examine the operation of the Data Protection Act 1998 and to make recommendations of the powers and sanctions available to the Information Commission and the courts in the legislation governing data sharing and data protection.<sup>10</sup> Recommendation 19 of the review was that:

The Government should remove the provision allowing the sale of the edited electoral register. The edited register would therefore no longer serve any purpose and so should be abolished. This would not affect the sale of the full register to political parties or to credit reference agencies.<sup>11</sup>

In making this recommendation the authors of the report said:

...we feel that selling the edited register is an unsatisfactory way for local authorities to treat personal information. It sends a particularly poor message to the public that personal information collected for something as vital as participation in the democratic process can be sold to 'anyone for any purpose'. And there is a belief that the sale of the electoral register deters some people from registering at all. We are sympathetic to the strong arguments made by the Association of Electoral Administrators and the Electoral Commission that the primary purpose of the electoral register is for electoral purposes.<sup>12</sup>

### **Consultation on the edited version of the electoral register**

In November 2009 the Labour Government announced a consultation on the impact of accepting Recommendation 19 of the Data Sharing Review, in particular the impact the abolition of the edited register would have on businesses, charities and the privacy of individuals. The consultation paper was issued by the Ministry of Justice

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<sup>10</sup> The Data Sharing Review by Mark Walport and Richard Thomas. Ministry of Justice, July 2008  
<http://webarchive.nationalarchives.gov.uk/+http://www.justice.gov.uk/docs/data-sharing-review.pdf>

<sup>11</sup> The Data Sharing Review by Mark Walport and Richard Thomas. Ministry of Justice, July 2008  
<http://webarchive.nationalarchives.gov.uk/+http://www.justice.gov.uk/docs/data-sharing-review.pdf>. Recommendation 19

<sup>12</sup> The Data Sharing Review by Mark Walport and Richard Thomas. Ministry of Justice, July 2008  
<http://webarchive.nationalarchives.gov.uk/+http://www.justice.gov.uk/docs/data-sharing-review.pdf> p.73



on 24 November 2009 and set out the arguments for and against abolishing the edited register.<sup>13</sup>

The consultation ended on 23 February 2012, however the Government did not publish the responses it had received. The Electoral Commission supported the abolition of the edited register saying that “electoral registers should be used for purposes exclusively related to elections and referendums”.<sup>14</sup>

The Association of Electoral Administrators also pressed for the abolition of the edited register, stating that the electoral register in any form should only be used for electoral purposes except for purposes relating to national security.<sup>15</sup>

The credit reference agency Experian argues for the retention of the edited register, stating that they disagree with the suggestion that the edited register discouraged people from registering to vote.<sup>16</sup>

### **The Government's decision to retain the edited register**

The Electoral Registration and Administration Bill 2012-13 made no provision for the abolition of the edited register.

### **How is the opt-out operating?**

There is little public awareness of the ability to permanently opt out of the EER under Section 11 of the Data Protection Act 1998. Electoral Registration Officers (ERO) are under no legal obligation to advertise the fact that voters have this right. Moreover, the option, or even information about the option, is not included on the voter registration form prescribed by legislation. The result of this is that very few voters are aware of their legal right to permanently opt out of the EER and so very few do so. In

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<sup>13</sup> *Electoral registers: proposed changes to the edited register*, Ministry of Justice consultation paper [CP 46/09], 24 November 2009

<sup>14</sup> Electoral Commission response to the consultation paper *Electoral registers: proposed changes to the edited register*, February 2010 [www.electoralcommission.org.uk](http://www.electoralcommission.org.uk)

<sup>15</sup> <http://www.parliament.uk/briefing-papers/SN06198>

[P5](#)

<sup>16</sup> <http://www.parliament.uk/briefing-papers/SN06198>

[p.5](#)

Westminster, for instance, 66,747 (47.02%) voters chose to opt out of the EER on the 2012 Register of Electors. Not a single voter chose to do so permanently.<sup>17</sup>

Previously, this was a less significant issue, with ERO's choosing to 'pre-tick' the opt-out box on Annual Canvass forms based on a voter's previous preference. In the face of legal threats and modified guidance from the Electoral Commission, ERO's are no longer able to do this.<sup>18</sup> This means that it is likely that a large number of people who believe they are, in effect, permanently opted out will be re-added to the EER after the 2013 Annual Canvass, with the result that their details will be available for anyone to buy for any purpose.

It should be every ERO's responsibility to ensure that balanced, consistent guidance is produced and issued to voters before they make the decision as to whether to remain on the EER. They should also make it clear that the process includes an opt-out system, meaning that voters will have given explicit, informed consent for their information to be shared.

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<sup>17</sup> FOI from Westminster Council

<sup>18</sup> [https://www.whatdotheyknow.com/request/uhec\\_misuse\\_of\\_the\\_electoral\\_rol](https://www.whatdotheyknow.com/request/uhec_misuse_of_the_electoral_rol);  
[http://www.electoralcommission.org.uk/\\_data/assets/pdf\\_file/0006/42927/Full-ERO-FINAL\\_amended\\_July\\_2013.pdf](http://www.electoralcommission.org.uk/_data/assets/pdf_file/0006/42927/Full-ERO-FINAL_amended_July_2013.pdf), Part C, 1.30-1.31

## Appendix 1: Local Authority data

Local Authority	Number of purchasers	Purchaser	Revenue from edited register
<b>Aberdeen City</b>		Not responsible for electoral roll data	
<b>Aberdeenshire</b>		Not responsible for electoral roll data	
<b>Adur</b>		Not responsible for electoral roll data	
<b>Allerdale</b>		No response	
<b>Amber Valley</b>	10	5 x Organisations, 5 x Individuals	£351.00
<b>Angus</b>		Not responsible for electoral roll data	
<b>Antrim</b>		Not responsible for electoral roll data	
<b>Ards</b>		Not responsible for electoral roll data	
<b>Argyll and Bute</b>		Not responsible for electoral roll data	
<b>Armagh</b>		Not responsible for electoral roll data	
<b>Arun</b>	11	8 x Organisations, 3 x Individuals	£1,207.50
<b>Ashfield</b>		Information not broken down	£573.79
<b>Ashford</b>	8	4 x Organisations, 4 x Individuals	£445.76
<b>Aylesbury Vale</b>	21	16 x Organisations, 5 x Individuals	£1,366.50
<b>Babergh</b>	25	7 x Church, 1 x Councillor, Datatrans Ltd, Freston Parochial Church Council, Hastoe, Holton St Mary Parish Plan, Ipswich High School, Marketing Solutions, 1 x Restaurateur, Strutton Church, Suffolk County Council, 8 x Unknown	£1,214.79
<b>Ballymena</b>		Not responsible for electoral roll data	
<b>Ballymoney</b>		Not responsible for electoral roll data	
<b>Banbridge</b>		Not responsible for electoral roll data	
<b>Barking and Dagenham</b>	4	Grace Harvest Church Holdings, Almirage Holdings, S.Ashe, Koyode Enterprises	£431.00

<b>Barnet</b>	30	Godfrey & Barr, Jeremy Leaf, London Properties, Global Land Group, Individuals x 4, Your Move - Spencer & Spencer, Warden Hill School of Motoring, Litchfields, Heronslea Ltd, Secure Services (GB) Ltd, Jesus House, Foxtons, Data Trans Ltd, Duncan and Maclean, Winkworth, Bell Pottinger Public Affairs, 6th Friern Barnet Scout Group, Nepomak UK, Kato Enterprise Ltd, Cosway Estate Agents, Open Heavens Christian Centre, Midway Insurance Services, Chess Estates, Eden Clinic, Taylor Hawkins Ltd, The Howard League, Coast Insurance	£3,847.50
<b>Barnsley</b>	10	8 x Organisations, 2 x Individuals	£986.50
<b>Barrow-in-Furness</b>	3	North West Evening Mail, Poole Townsend, Coast Insurance	£464.25
<b>Basildon</b>	7	4 x Organisations, 3 x Individuals	£578.50
<b>Basingstoke and Deane</b>	2	GES – Greenviro Energy Systems, Connells Estate Agents	£127.50
<b>Bassetlaw</b>	1	Individual	£41.00
<b>Bath and North East Somerset</b>	19	12 x Individuals, University of Bath, Opinion Leaders, Art Design, Sauce Communications, Datatrans Ltd, NFU Mutual, Bath Abbey PCC	£1,296.00
<b>Bedford Borough</b>	9	Coast Insurance, Warden Hill School of Motoring Ltd, JDP Financial Services Ltd, Cruise Select , Samrat Bhandari, City & County Developments, Mr N. Kier, Mrs C.D Baldwin, Mr Mustoe	Information not broken down
<b>Belfast</b>		Not responsible for electoral roll data	
<b>Bexley</b>	7	Redacted, Trust Thamesmead, Local Driving School, Sikh Temple, Bell Pottinger	£2,024.00

Public Affairs, Katoenterprises,  
Moben/Dolphin Showers

<b>Birmingham</b>	27	Birmingham Repertory Theatre, TOA Taxi's, Highway School of Motoring, New Street Dental Practice, Leisure Services/BCC, Webstar Ltd, South Birmingham College, Leycester Holdings Ltd, Willoughby Public Relations, Bournbrook Community Safety Project, Guild of Students: University of Birmingham, Tele Atlas UK, University of Birmingham, Service Birmingham, Sandwell MBC, Muslim Global Relief, Castle Vale Neighbourhood Partnership, Data Trans Ltd, Nepomak, Kingdom Life, Imperial College London, Individual x 6	£4,727.75
<b>Blaby</b>	7	Unspecified	£435.50
<b>Blackburn with Darwen</b>	8	Data Trans Ltd, The Asian Pages, Blackburn College, Ameen UK Ltd, Eagle Ministries, 3 x Individuals	£812.50
<b>Blackpool</b>		No sales of the edited register	
<b>Blaenau Gwent</b>	1	Giuseppe Poretta Mortgage Broker	£30.00
<b>Bolsover</b>		No sales of the edited register	
<b>Bolton</b>	13	The Asian Pages, Electoral Reform Services, Hot Print Design, Scott Dawson Advertising, Imap U.K., Rivington Mortgages, Kippax Beaumont & Lewis, 6 x Individuals	£1,239.53
<b>Boston</b>		No sales of the edited register	
<b>Bournemouth</b>	23	Mays Estate Agents, Princecroft Willis LLP, Hush Developments, Bruce Homes, TSS Marketing, YouHome, WorldSpan Group, Atkins Bland, Targa Florio Garage, Apple Panels, Ocean Décor, Hedges & Hedges,	£2,070.70

		Coast Insurance, Southbourne Connells, Winton Connells, 8 x Individuals	
<b>Bracknell Forest</b>	22	6 x Estate Agencies, 11 x Private Companies, 2 x Companies, 2 x Individuals, 1 x Solicitors	£1,177.50
<b>Bradford</b>	16	Nest Egg Financial Services, The Asian Pages, All Saints Parish Church, St James's Place, GRF Financial Ltd, Bangladeshi Community Association, I-CD Publishing (UK) Ltd, M.G.R. - Nelson, Research and Consultation Department Bradford Council, Individual Purchasers x 7	£2,845.50
<b>Braintree</b>	4	J Smith, HT Smith (Farms) Ltd, Wickham St Paul Village Mgt Committee, Coast Insurance	£99.00
<b>Breckland</b>		No sales of the edited register	
<b>Brent</b>	18	The Window Centre, Cherry Tree Finance, Paramount Residential Ltd, Brent Housing Partnership Ltd, Seaview Investments, Individuals x 3, Foxtons Estate Agents, Harris and Co Estate Agents, Afkar Consulting, Bell Pottinger, Kato Enterprises, Data Trans Ltd, Penny Appeal.org, Milestone Estate Agents, Sivadama, Aristotle	£4,655.35
<b>Brentwood</b>	Unspecified	Information not broken down	£761.00
<b>Bridgend</b>		No sales of the edited register	
<b>Brighton and Hove</b>		Information not provided	£1,212.50
<b>Broadland</b>	53	Safeguard Communications, Broadland Conservative Association, Individuals x 51	Information not broken down
<b>Bromley</b>		Information not provided	£570.00
<b>Bromsgrove</b>	7	Individuals x 3 and Companies x 4	£336.00

<b>Broxbourne</b>	10	Organisations x 10	£526.00
<b>Broxtowe</b>		No sales of the edited register	
<b>Buckinghamshire</b>		Not responsible for electoral roll data	
<b>Burnley</b>	Information not provided	General Public	£683.00
<b>Bury</b>	3	2 x Individuals, 1 x NHS	£78.00
<b>Caerphilly</b>		Not responsible for electoral roll data	
<b>Calderdale</b>	12	Cloverleaf Advocacy, Data Trans Ltd, Eastwood Residents Association, Hepworth Honda, Individuals x 8	£1,040.00
<b>Cambridge</b>	3	Individual x 1, Local Business x 1, National Company x 1	£303.50
<b>Cambridgeshire</b>		Not responsible for electoral roll data	
<b>Camden</b>	41	Sandfords, Royal Free NHS Trust, BEC, London Residential, Ancombe and Ringland, In London Properties, Hampstead Homes, Asian Women Project, Kay & Co, Paramount Properties, Stop Change, West End Estates, Foxtons, Secure Service, New Tec Dental, Loom Furniture, Datatrans, Hallmark Estates, Communication Ltd, Absolute Properties, Origin Housing, Shaka Zulu, University of Surrey, Thamesview Apartments, Knight Frank, Individuals x 14. Taylor Gibb, Four Communications	£3,994.50
<b>Cannock Chase</b>	1	Local Company x 1	£236.00
<b>Canterbury</b>	10	League of Friends of Queen Victoria Hospital, The Cuban Restaurant, 192.com, An Individual, GKA Ltd, Cats Canterbury, Datatrans Ltd, A Church Official, People United, Bondys	£801.50

<b>Cardiff</b>	19	19 x Individuals	£1,812.50
<b>Carlisle</b>	1	Organisation x 1	£99.50
<b>Carmarthenshire</b>	8	Scottish Agricultural College, 5 x Individuals, Amcan Enterprises Ltd, Data Trans Ltd	Information not provided
<b>Carrickfergus</b>		Not responsible for electoral roll data	
<b>Castle Point</b>	1	Individual x 1	£26.00
<b>Castlereagh</b>		Not responsible for electoral roll data	
<b>Central Bedfordshire</b>		Not responsible for electoral roll data	
<b>Ceredigion</b>	38	Individuals and organisations	£1,984.00
<b>Charnwood</b>	14	Individuals x 10 and Organisations x 4	£744.50
<b>Chelmsford</b>	8	Companies x 7 and Unknown x 1	£438.00
<b>Cheltenham</b>	9	Individual x 4, Data Trans, Inhabit, LINC, Read Maurice, Umbrella Business Solutions	£682.00
<b>Cherwell</b>		Information not broken down	
<b>Cheshire East</b>	8	Individual x 4, Campbelton, Data Trans, Cheshire Furniture, Ear to the Ground	£740.00
<b>Cheshire West and Chester</b>	5	Companies x 4 and Individual x 1	£514.00
<b>Chesterfield</b>		No sales of the edited register	
<b>Chichester</b>	19	John Jeffkins Ltd, Breeze House (Marketing & Co), Gascoigne Peas (Estate Agent), TSS Marketing, Affinity Sutton (Housing Ass), THINC Group , Hastoe Group (Housing Ass), Wellesley Invest CAB, City & Country, Liam Stanley Stiles & Co, Chichester Festivities, Individuals x 8	£1,464.00
<b>Chiltern</b>	20	Cansdales Ltd, Norris Bazzard, The Practice, JS Promotions, Scanappeal, Rutherford & Co., Kars-Co-Uk Ltd, Hetheringtons Countrywide, Wilson Heal, Hale Partnership, P W White & Partners,	Information not broken down



		Wellesley Investment, The Village Dental Health Centre, Data Trans, Pike Smith & Kemp, The Memorial Centre, The Frost Partnership, Individuals x 3	
<b>Chorley</b>	5	New Progress Housing, Blackburn College, Datatrans, Individuals x 2	Information not broken down
<b>Christchurch</b>	Information not provided	Individuals and Local Businesses	£495.72
<b>City of Bristol</b>	24	13 x Private individuals, Brunel Care, Datatrans Ltd, UKRD Group, University of Bristol, Connells, CJ Hole Henleaze, AyJay Direct Marketing Services, Consumer Focus, BCC, Corfield Solicitors, JBP Associates Ltd	£4,653.50
<b>City of Edinburgh</b>		No response	
<b>City of London</b>	9	Bell Pottinger, Step Change Bars, GIA, Carrington & Partners, Computer Technicians, Blake Stanley, Foxtons, Individuals x 2	£297.50
<b>Clackmannanshire</b>		Not responsible for electoral roll data	
<b>Colchester</b>	22	Individuals x 9, Organisations x 11, Councillors x 2	£1,107.50
<b>Coleraine</b>		Not responsible for electoral roll data	
<b>Conwy</b>		Not responsible for electoral roll data	
<b>Cookstown</b>		Not responsible for electoral roll data	
<b>Copeland</b>	5 (other individuals not specified)	Mrs R, Mrs M, Coast Insurance, North West Evening Mail, GMB, Other individuals	£507.50
<b>Corby</b>		No sales of the edited register	

<b>Cornwall</b>	6	Coast, Ocean Housing, Estuary Cottages, Individuals x 2, Marcus Evans UK	£154.00
<b>Cotswold</b>		No response	
<b>Coventry</b>	19	Liberty Living, St. Philip's Church, Univ. of Southampton, Datalinx, Opinion Leader, Shortland Horne, Finham Residents Assoc, Data Trans, Hill Burn Ltd, SikhAid, Coventry French - Congregation of Jehovah's Witnesses, Just Vote Campaign, Tom Hewitt - Estate Agent, Gurvir Johal - MSJ Asian Directories Ltd, CCC - CLYP Admissions, CCC - CLYP, CCC - Education, CCC - Parking Services, CCC - Waste Services, CCC - Central Library	£3,300.00
<b>Craigavon</b>		Not responsible for electoral roll data	
<b>Craven</b>	5	Companies x 2 and Individuals x 3	£101.00
<b>Crawley</b>	5	Sunsea homes, Perfect Pizza, Inspire Homes, The Kalifa Society, Wellesley Investment Management	£424.50
<b>Croydon</b>	21	Data Trans, Streets Ahead, Halifax, Empowerment House, Connells, Croydon College, Whichers IFA Ltd, Watesresidential, Takeaway Restaurant, St James's Place Wealth Management, Hirsch Way and Ambler, BAPS Hindu Temple, Sutton and East Surrey Water plc, Townends Estate Agents, Individuals x 6, Rec 21	£2,596.50
<b>Cumbria</b>		Not responsible for electoral roll data	
<b>Dacorum</b>	22	Companies x 14 and Individuals x 8	Information not broken down
<b>Darlington</b>	3	Church, residents association, market	£70.00

		research company	
<b>Dartford</b>	15	Unspecified Organisations and Individuals	Information not broken down
<b>Daventry</b>		Not responsible for electoral roll data	
<b>Denbighshire</b>		Not responsible for electoral roll data	
<b>Derby</b>	2	The Ladies Club Ltd, MSJ Direct	£208.57
<b>Derbyshire</b>		Not responsible for electoral roll data	
<b>Derbyshire Dales</b>	4	2 x Data Company, 1 x Marketing, 1 x Organisation	£228.00
<b>Derry City</b>		Not responsible for electoral roll data	
<b>Devon</b>		Not responsible for electoral roll data	
<b>Doncaster</b>	1	Mr Bell	£20.50
<b>Dorset</b>		Not responsible for electoral roll data	
<b>Dover</b>		Information not provided	£332.50
<b>Down</b>		Not responsible for electoral roll data	
<b>Dudley</b>	9	Steven Gallacher, Ms S Craigie, Fitness Works, Dr F W Reeves, Mr J A Apperley, Mr Singh, Abdul Qadus, Michael Ball, ASRA Health	£292.50
<b>Dumfries and Galloway</b>	26	18 x Individuals, 8 x Organisations	£1,503.90
<b>Dundee City</b>	1	1 x Organisation	£89.00
<b>Dungannon</b>		Not responsible for electoral roll data	
<b>Durham</b>		No sales of the edited register	
<b>Ealing</b>	19	Data Trans, Northolt Fairview Residence Association, Durston House Prep School, Bairstow Eves London North Ltd Office, Seaview, St Nicholas Orthodox Cathedral, Phoenix Global, Foxtons, Bell Pottinger Public Affairs Ltd, Money Advise & Planning, Castle Residential Ltd, Chestnut Estate Agents, Redacted Under Section	£3,612.89

40 (2) Personal Data x 7			
<b>East Ayrshire</b>	Not responsible for electoral roll data		
<b>East Cambridgeshire</b>	6	Hastoe Housing Association, The Raddisley Group, Coast Insurance Services, Mrs M, Mr R, Mr C	£262.00
<b>East Devon</b>	Not responsible for electoral roll data		
<b>East Dorset</b>	Information not provided		Information not broken down
<b>East Dunbartonshire</b>	Not responsible for electoral roll data		
<b>East Hampshire</b>	15	Individuals x 7 and Companies x 8	£389.50
<b>East Hertfordshire</b>	Information not held	Information not held	Information not broken down
<b>East Lindsey</b>	Unspecified	Individuals	£461.40
<b>East Lothian</b>	Not responsible for electoral roll data		
<b>East Northamptonshire</b>	Unspecified	Individuals	£234.50
<b>East Renfrewshire</b>	Not responsible for electoral roll data		
<b>East Riding of Yorkshire</b>	Information not provided	Individuals	£1,816.10
<b>East Staffordshire</b>	5 (an unspecified number of individuals)	First Base Storage, Worldwide Property Experts, Furbanks of Uttoxeter, Alton Towers Resort, CR Market Research, individuals	£430.00
<b>East Sussex</b>	No response		
<b>Eastbourne</b>	5	Resident associations, community worker, interior design company, PR company and elderly accommodation counsel	£327.00
<b>Eastleigh</b>	Not responsible for electoral roll data		
<b>Eden</b>	5	General Public	£270.00
<b>Eilean Siar</b>	Not responsible for electoral roll data		

<b>Elmbridge</b>	78	Individual x 25 and Organisations x 53	£3,475.80
<b>Enfield</b>		Information not provided	£2,925.20
<b>Epping Forest</b>	1	Individual x 1	£138.00
<b>Epsom and Ewell</b>	14	Wellesley Investment Ltd, Opinion Leader, Philips Wilmot Assoc – Financial Services, Jackson Noon – Estate Agents, Cairds - Estate Agents, Waterman Finance, Sutton & East Surrey Water plc, Stoneleigh Brassiere, Simpson Fleming – Estate Agents, Mello Builders, Datatrans, D M Focus, Individuals x2	£1,120.50
<b>Erewash</b>	3	DataTrans, Nottingham University, Mrs Scales	£240.50
<b>Essex</b>		Not responsible for electoral roll data	
<b>Exeter</b>	6	Organisations x 5 and Individual x 1	£647.50
<b>Falkirk</b>		No sales of the edited register	
<b>Fareham</b>	Unspecified	Individuals and Organisations	£490.82
<b>Fenland</b>		No sales of the edited register	
<b>Fermanagh</b>		Not responsible for electoral roll data	
<b>Fife</b>	16	3 x individuals, 13 x organisations	£1,285.50
<b>Flintshire</b>		Information not provided	£349.00
<b>Forest Heath</b>	Unspecified	Organisations and Individuals	£1,062.00
<b>Forest of Dean</b>	1	Information not provided	£84.50
<b>Fylde</b>	6	Organisations x 6	£393.00
<b>Gateshead</b>	7	Unknown, Opinionleader, HD Financial, Glazewell Glass, Northumbria Police, Nexus, Individual	£958.40
<b>Gedling</b>	1	Individual x 1	Information not broken down
<b>Glasgow City</b>	3	1 x Public Company, 1 x University, 1 x College	£1,249.50
<b>Gloucester</b>		No sales of the edited register	

<b>Gloucestershire</b>		Not responsible for electoral roll data	
<b>Gosport</b>		No sales of the edited register	
<b>Gravesham</b>	Unspecified	Individuals and Organisations	£1,363.00
<b>Great Yarmouth</b>		Unspecified	£340.00
<b>Greenwich</b>	20	Individual x 1 and Organisations x 19	£4,488.00
<b>Guildford</b>	Unspecified	Individuals, Companies and Organisations	£4,507.29
<b>Gwynedd</b>	7	Data Transfer Ltd., IT-Connect Ltd, DR, JGJ, DWJ, IH, DM	£243.00
<b>Hackney</b>	4	Foxtons, Fresh Field Fresh Start, Ameen UK Ltd, Bell Pottinger	£1,539.00
<b>Hambleton</b>	8	Organisations x 3 and Individuals x 5	£212.50
<b>Hammersmith and Fulham</b>	32	Willmotts Estate Agents, Hammersmith and Fulham PCT, Money Advice and Planning, Victoria Borwick, Vadim Avdoev, Nicola Dunning, Triangle Garage, Daniel J Edelman Ltd, Cannons Estate Agents, MGT Publications, Foxtons, Lyn Anthony, Beautiful World, Kish Mish, Featherstone Leigh, Bell Pottinger, Berkley Group Investments, King Sturge Estate Agents, Sunley Holdings, Dexters, Old Oak Housing, Electoral Reform Services, Winkworth Ltd, Linda Gilson, Fitness 1st, Shaws Estate Agents, Perfect Pizza, St Nicholas Orthodox Cathedral, Chiswick Woodworking, Rutherford Financial, Alphabet Bars Ltd, LBHF Libraries	£2,233.50
<b>Hampshire</b>		No response	
<b>Harborough</b>	5	Companies x 5	£220.00
<b>Haringey</b>		Information not provided	
<b>Harlow</b>	2	Organisation x 1 and Individual x 1	£409.50
<b>Harrogate</b>	21	Individuals x 2, Organisations x 3, Others x	Information

		16	not broken down
<b>Harrow</b>	Information not provided	Organisations and Individuals	£3,107.50
<b>Hart</b>	16	MA Healthcare Ltd, J White, Bridges Estate Agents, H J Jefkins, Mackenzie Smith, Waterfords, Mr Muhammad A Javaid, Mr S P & Mrs K A Tetlow, Vickery & Co Ltd, Glentop Ltd, 6 x Unknown	£1,858.50
<b>Hartlepool</b>	5	Rev Burbury, New Deal for Communities, Children's Services, Hays Travel, Hartlepool Hospice	£456.50
<b>Hastings</b>		No sales of the edited register	
<b>Havant</b>	4	Organisations x 3 and Solicitor x 1	£452.50
<b>Havering</b>	10	The Hair Exchange, JBSM Driving School, Church of the English Martyrs, Coast Insurance, Bell Pottinger Public Affairs, Individuals x 4, Searchlight	£821.00
<b>Herefordshire</b>	27	15 x Individual, 8 x Businesses, 1 x Credit Company, 3 x Church Councils	£1,711.50
<b>Herfordshire</b>		Not responsible for electoral roll data	
<b>Hertsmere</b>		Council records do not break down figures	
<b>High Peak</b>		Information not provided	£592.50
<b>Highland</b>		Not responsible for electoral roll data	
<b>Hillingdon</b>	13	Creative Fun Factory, ICD Publishing, Orchard Shipman, Hillingdon Central Mosque, Data Trans, Heathrow Education Welfare Centre, Tristan Fitzgerald Associates, Excel Vision, Bell Pottinger, Foxtons, Pinnacle School of Motoring, R Thind, Mr S Alcock	£861.00

<b>Hinckley and Bosworth</b>	5	Leicestershire County Council, 3 x Individuals, Tarmac Limited	£301.50
<b>Horsham</b>	Unspecified	Estate Agents, Small Financial Companies and Nursing Homes	£795.00
<b>Hounslow</b>	17	Hounslow Education Department, Individual x 3, BSB Sky, Fox tons Ltd, Al Mirage Holding Ltd, Data Trans Ltd, Rutherford & Co, Terra Quest Solutions Ltd, New Blood Art Ltd, Thamesview Estate Agents Ltd, Excellency Restaurant, Astons (Isleworth) Ltd, Fitz-Gibbon Ltd, Slough School for Arabic & Islamic Studies, Bell Pottinger	£3,245.50
<b>Huntingdonshire</b>		Council records do not break down figures	Information not broken down
<b>Hyndburn</b>	Unspecified	Individuals	£398.50
<b>Inverclyde</b>		Not responsible for electoral roll data	
<b>Ipswich</b>	4	Jonathan Waters Estate Agents Ashiq Hussain, Imperial College London, Suffolk County Council	£682.00
<b>Isle of Anglesey</b>		No sales of the edited register	
<b>Isle of Wight</b>	16	Lavell & Co. Ltd, Financial Aspects Ltd., Hadlands Estate Agency, I-CD Publishing, TSS Marketing, ChemDry First Ltd, 10 x Individuals	£1,012.50
<b>Isles of Scilly</b>	1	Individual x 1	Information not broken down
<b>Islington</b>	26	Individuals x 4 , Organisations x 22	£1,787.00
<b>Kensington and Chelsea</b>	64	Individuals x 39, Foxtons, Your Move, Greys of London, Queensgate School, League of Friends St Mary Abbots, Open	£7,064.00



Air Theatre, Prestige Private Clients,  
Kirkland and Ellis intl, Chassy Last  
Architects, Knightsbridge Association, Life  
and Hope Charity, DP9, Absolute  
Property, Deminose Ltd, Body  
Architecture Ltd, Drakars Ltd, Edelman  
Ltd, Push Mailing Ltd, Casade  
Communications, Dexters, Holbart Slater,  
London Solicitors, Kensington Court  
Residents ASS, Henry Herbert Ltd, Drakes  
Ltd

<b>Kent</b>		Not responsible for electoral roll data	
<b>Kettering</b>	10	Individuals x 4 and Organisations x 6	£631.50
<b>King's Lynn and West Norfolk</b>	15	Purchaser Unknown x 8, Norfolk Hospice – Tapping House, Allies Computing Ltd, Holkham Estate, Individual x 2, Hastoe Association, Lycetts Tittleshall	£551.61
<b>Kingston upon Hull, City of</b>	4	CITY BUILD, HULL FORWARD, HEAT INSULATION LTD, POPPLESTON ALLEN	£326.00
<b>Kingston upon Thames</b>	16	Estate Agents x 9, Investment Company x 1, Public Relations Company x 1, Individuals x 2, Fitness Company x 1, Marketing Company x 1, Insurance Company x 1	£1,112.50
<b>Kirklees</b>	14	Individuals x 6 and Private Companies x 8	£1,430.50
<b>Knowsley</b>	2	Liverpool Marketing Group, John Quinn Liverpool University	£154.00
<b>Lambeth</b>	1	Foxtons	£347.50
<b>Lancashire</b>		Not responsible for electoral roll data	
<b>Lancaster</b>	2	Individuals x 2	£62.50
<b>Larne</b>		Not responsible for electoral roll data	
<b>Leeds</b>	18	Organisations x 16 and Individuals x 2	£1,780.00

<b>Leicester</b>	14	OPINION LEADER RESEARCH, LEICS COUNTY COUNCIL 9 x Individuals, Sikh Temple, Datatrans Ltd,Leicester Western Park Congregation	£1,391.00
<b>Leicestershire</b>		Not responsible for electoral roll data	
<b>Lewes</b>	9	Organisations x 7 and Individuals x 2	Information not broken down
<b>Lewisham</b>	4	Foxtons, Bell Pottinger, Data Trans Ltd, Kato Enterprises	£622.50
<b>Lichfield</b>	8	Parish Church, Integrated Business Analysis Ltd, Local History Society, Waste Management Company, Local Gym Club, C&R Associates (Midlands) Ltd, Data Trans Ltd, St James Place Partnership	£488.25
<b>Limavady</b>		Not responsible for electoral roll data	
<b>Lincoln</b>		Not responsible for electoral roll data	
<b>Lincolnshire</b>		Not responsible for electoral roll data	
<b>Lisburn</b>		Not responsible for electoral roll data	
<b>Liverpool</b>		Information not provided	£1,908.50
<b>Luton</b>	Unspecified	Organisations and Individuals	Information not broken down
<b>Magherafelt</b>		Not responsible for electoral roll data	
<b>Maidstone</b>	6	Mr Hussian, Lake Communications Ltd, Radford Estates Agents, Data Trans Ltd - Mr and Mrs Jenkins, Mr A C Rose	£318.00
<b>Maldon</b>	12	Individuals x 12	Information not broken down
<b>Malvern Hills</b>	1	Charity x 1	£83.50
<b>Manchester</b>		Not responsible for electoral roll data	

<b>Mansfield</b>	2	SMB Consulting, Data Trans	£229.00
<b>Medway</b>	7	Lake Communications, 2 x Individuals, Medway Council Communications Department, Broomleigh Housing Association, Parish of St Francis of Assisi, Pendragon Consultants	£657.00
<b>Melton</b>	Unspecified	Individuals	£110.00
<b>Mendip</b>	Unspecified	Companies and Individuals	£252.50
<b>Merthyr Tydfil</b>		No sales of the edited register	
<b>Merton</b>	29	Winkworth, Christopher St James, Wimbledon Tennis Letting Ltd, Rural Living, Sutton & East Surrey Water, Swinton, QudosEstates, Quinton Scott Estate Agents, John D Wood & Co., Data Trans Ltd, Foxtons, Private GP Wimbledon, Tri- Synergy Ltd, Turners, DX Tele-Solutions, Bell-Pottinger Public Affairs, Winchester White Estate Agents, Kato Enterprises Ltd, Simply on Line Estate Agency, Intrepid Security Ltd, New Grace Ministries, Wellesley Wealth Advisory, Money Advice and Planning Ltd, Ellisons, Individuals x 5	£3,241.50
<b>Mid Devon</b>	Unspecified	Individuals	£570.00
<b>Mid Suffolk</b>	3	Individuals x 3	Information not broken down
<b>Mid Sussex</b>	5	Connells Estate Agents, Horsted Keynes Parish Council, Wellesley Investments Management Ltd, Blue Bell Railway, Thakeham Homes,	£1,000.01
<b>Middlesbrough</b>	8	M G Shaw UK, Research Solutions UK, Ameen UK Ltd, ADTS, 4 x Individuals	Information not broken

			down
<b>Midlothian</b>		Not responsible for electoral roll data	
<b>Milton Keynes</b>	21	17 x Organisations, 4 x Individuals	£3,426.50
<b>Mole Valley</b>	13	Individuals x 3 and Organisations x 10	£358.00
<b>Monmouthshire</b>	16	12 x Organisations, 4 x Individuals	£1,181.50
<b>Moray</b>		Not responsible for electoral roll data	
<b>Moyle</b>		Not responsible for electoral roll data	
<b>Neath Port Talbot</b>	1	Data Trans	£111.00
<b>New Forest</b>	23	Individuals x 7, Mortgage & Financial Consultants, Estate Agents x 4 Local Publisher, SEEDA, Local Company x 4, Development Company, Religious Establishment, Local Sports Club, Local Mortgage Company , Insurance Company	£1,026.00
<b>Newark and Sherwood</b>	6	Individuals x 2, Datatrans Ltd, Hyde Barker Travel, St Bartholomew's Church, Gascoines Group Ltd	£211.00
<b>Newcastle upon Tyne</b>	11	Northumbria Police, University of Newcastle upon Tyne, Sanderson Young, Newcastle Dog & Cat Shelter, University of West of England, Opinion Leader, Private Individuals x 2, Warden Hill School of Motoring, Data Trans Ltd, HD Financial Solutions	£1,458.50
<b>Newcastle-under-Lyme</b>	3	Stoneyard, Royal Mail, CR Market Research	£231.50
<b>Newham</b>	9	Foxtons, Cive-ton, Barratt Homes, Bell Potinger, Stratford Islamic Association, Asian Face, Individuals x 3	£3,612.00
<b>Newport</b>	11	Information not provided	
<b>Newry and Mourne</b>		Not responsible for electoral roll data	

<b>Newton Abbey</b>		Not responsible for electoral roll data	
<b>Norfolk</b>		Not responsible for electoral roll data	
<b>North Ayrshire</b>		Not responsible for electoral roll data	
<b>North Devon</b>	Information not held	Information not held	Information not broken down
<b>North Dorset</b>	26	Individuals x 9, Businesses x 13, Parish Councils x 4	Information not broken down
<b>North Down</b>		Not responsible for electoral roll data	
<b>North East Derbyshire</b>	11	Individuals x 6, Data Organisation, Organisation x 4	£272.50
<b>North East Lincolnshire</b>	Unspecified	Companies and Organisations	£717.50
<b>North Hertfordshire</b>	Information not provided	Organisations, Individuals, Unknown	Information not held
<b>North Kesteven</b>	8	Charity x 1 , Post office x 1 , Company x 1, Individuals x 5	£170.93
<b>North Lanarkshire</b>		Not responsible for electoral roll data	
<b>North Lincolnshire</b>	6	C & G Concrete Ltd., Isle of Axholme Drainage Board, Pendragon Consultants Ltd., Bengal Spice, The Mistral Group Ltd., RBP	£318.00
<b>North Norfolk</b>	Unspecified	Organisations	£697.50
<b>North Somerset</b>	14	School of Clinical Veterinary Science, Data Trans Ltd, Corfield Solicitors, JBP Associates Ltd, Holy Trinity and Trendlewood Church, John Scott Associates, 8 x Individuals	£612.00
<b>North Tyneside</b>	8	St James Place Partnerships, HD Financial Solutions, Northumbria Police, Meridian Advice Ltd, 2 x Individual, BHP Law,	£824.00

Newcastle Council			
<b>North Warwickshire</b>	6	Opinion Leader Research, Individual x 1, Data Trans Ltd, Equifax, Experian, Unknown x 1	£790.00
<b>North West Leicestershire</b>	11	Individuals x 10 and Data Company x 1	£541.00
<b>North Yorkshire</b>		Not responsible for electoral roll data	
<b>Northampton</b>	3	Warden Hill School of Motoring, MAP, Datatrans	£825.50
<b>Northamptonshire</b>		Not responsible for electoral roll data	
<b>Northumberland</b>	Information not provided	Information not provided	£4,410.00
<b>Norwich</b>	Unspecified	Individuals and Companies	£365.61
<b>Nottingham</b>	7	Individuals x 4, Loughborough University, A1 Windows, Datatrans Ltd	£1,025.00
<b>Nottinghamshire</b>		Not responsible for electoral roll data	
<b>Nuneaton and Bedworth</b>	Unspecified	Local Companies	£320.00
<b>Oadby and Wigston</b>		No sales of the edited register	
<b>Oldham</b>	7	Mulderries Solutions, Lending Point, Isoplan, Cox Group, Jowen Solicitors and Individual x 2	£932.00
<b>Omagh</b>		Not responsible for electoral roll data	
<b>Orkney Islands</b>	26	8 x Individuals, 18 x Organisations	£1,004.50
<b>Oxford</b>	Unspecified	Unknown	Information not broken down
<b>Oxfordshire</b>		No response	
<b>Pembrokeshire</b>	Unspecified	Organisations and Individuals	Information not broken down
<b>Pendle</b>	Unspecified	General Public	£993.00

<b>Perth and Kinross</b>		Not responsible for electoral roll data	
<b>Peterborough</b>	2	Organisations and Individuals	£1,106.00
<b>Plymouth</b>	6	J Thorpe Furniture, Mrs Y Ham, Opinion Leader, King Sturge, Amite UK Ltd, Plymstock Parish Church	£407.50
<b>Poole</b>	Information not provided	Organisations	£3,140.70
<b>Portsmouth</b>	7	Amanda Linton, Affinity Sutton, South Coast Mortgages, Tyndall Centre for climate change research, TSS marketing, Andy Ng, Ashiq Hussain	£577.50
<b>Powys</b>	18	Opinion Leader, Bristol University, S Groves, Gallier Homes Ltd, J Davies, Alexandra Hall Action Group, Data Trans Ltd, Acciona Energy UK Ltd, Dilwyns Solicitors, Signal Driving School, St Cynog's Fund Raising Committee, Llangattock Green Valleys, Queen's University Belfast, D A Sennitt, Tal Clwyd Housing Association, Reverend T Dilworth, L F Smith, M Kerr	£917.00
<b>Preston</b>	Unspecified	General Public	£1,019.00
<b>Purbeck</b>	Unspecified	Information not provided	£21.50
<b>Reading</b>	Unspecified	Companies	£1,156.50
<b>Redbridge</b>	21	Emmanuel Christian Fellowship, Radiogates, SCYS (Ilford), Individuals x 13, W3 Data – Electoral Register, Data Trans Ltd, I Foundation Charity, Muslim Global Relief, Foxtons	£3,051.50
<b>Redcar and Cleveland</b>	1	Organisation	£149.00
<b>Reigate and Banstead</b>	22	Individuals x 4 and Organisations x 18	£1,787.00
<b>Renfrewshire</b>		Not responsible for electoral roll data	

<b>Rhondda, Cynon, Taff</b>	Unspecified	Individuals	£665.00
<b>Ribble Valley</b>			
<b>Richmond upon Thames</b>	26	Individual x 5, GKA Ltd, Barnard Marcus, Philip Hodges Estate Agents, Opinion Leader, Bairstow Eves, Holy Trinity Church, New Blood Art, Carewatch, Sequence, Datatrans, Foxtons, Chase Buchanan, Bell Pottinger, Wellesley Investment Management, Kagan Moss and Co Solicitors, Churchill Estate Agents, Bramdan Asset Management, Greycroats Placement, MAP Money Advice and Planning Ltd, Laurent Residential, Shooting Star Chase Hospice	£3,831.50
<b>Richmondshire</b>	1	Individual x 1	£20.00
<b>Rochdale</b>	6	P Whitehead, R Ashton, Blackpool Honda, Mr Frame, Solicitors, Nucleus Marketing	£451.00
<b>Rochford</b>	3	Insurance Company x 1, Individual x 1, Credit Reference Agency x 1	£338.50
<b>Rossendale</b>	1	Individual x 1	Information not broken down
<b>Rother</b>	Unspecified	Commercial Organisations	£1,310.50
<b>Rotherham</b>	2	Individuals x 2	£70.00
<b>Rugby</b>	5	4 x Organisations and 1 x Individuals	£640.00
<b>Runnymede</b>	Unspecified	Commercial and Private	Information not broken down
<b>Rushcliffe</b>	14	Data Works, St John of Beverley Church Whatton, St Lawrence Church Gotham, Mr S, Flintham Parochial Church Council, A.M., East Bridgeford Post Office, Rev S F,	£809.00



		Datatrans, Jakob Gerhardt Fine Wines, L.M, Pendragon, Hickling Parish Council, St Lukes Hickling	
<b>Rushmoor</b>		Information not broken down	£1,123.50
<b>Rutland</b>	2	Rutland Financial Services, RW Saunders	£82.50
<b>Ryedale</b>	Unspecified	Information not broken down	£4.50
<b>Salford</b>	12	Individuals x 10 and Organisations x 2	£583.90
<b>Sandwell</b>	Unspecified	Individuals, Organisations	£678.50
<b>Scarborough</b>	4	Individuals x 4	£153.00
<b>Scottish Borders</b>		No response	
<b>Sedgemoor</b>	Unspecified	Organisations and Individuals	£643.50
<b>Sefton</b>		No sales of the edited register	
<b>Selby</b>		No sales of the edited register	
<b>Sevenoaks</b>		Information not broken down	
<b>Sheffield</b>	21	Sheffield University, Deepcar Dentalcare, Peter Brookes Honda, Opinion Leader Research, Carson Financial Services, Wealth Management and Growth, Priority Research, ACIS Ltd, Magical Homes Investments, Victoria Hall Ltd, Fogwill & Jones Asset Management, Data Trans Ltd, Copthorne Hotel, Private Individuals x 8	£3,787.50
<b>Shepway</b>	Unspecified	Information not provided	£376.00
<b>Shetland Islands</b>	17	14 x Organisations, 3 x Individuals	£901.00
<b>Shropshire</b>		No sales of the edited register	
<b>Slough</b>	7	Individual, Magical Homes, Pakistani Welfare Association, Memsaab Ltd, Langley Free Church, Kato Enterprises, Organised Ltd	£1,161.00
<b>Solihull</b>	6	MSJ Asian Directories, Hatton Country World, Imperial College London, Individual x 1 and Unknown x 2	£248.00

<b>Somerset</b>		No response	
<b>South Ayrshire</b>		Not responsible for electoral roll data	
<b>South Bucks</b>	17	Rutherford and Co, Amersham Hospital, Companies x 15	£812.50
<b>South Cambridgeshire</b>	Unspecified	Individuals and Local Businesses	£481.50
<b>South Derbyshire</b>	8	Individuals x 5 and Companies x 3	£442.61
<b>South Gloucestershire</b>	8	1 x Individual, 3 x Organisations, 3 x Charities, 1 x Estate Agent	£496.00
<b>South Hams</b>	19	Ireland Weller, Dartington Hall, King Print, Charles Head & Son & Connells Estate Agent, Individuals x15	Information not broken down
<b>South Holland</b>	6	Organisations x 5 and Individual x 1	£376.50
<b>South Kesteven</b>	9	Castle Bytham Parochial Church Council, Data Mistral Group, Learnerclub Ltd, Data Trans Ltd, Coast Insurance, 4 x Individuals	£416.20
<b>South Lakeland</b>	23	Businesses x 16 and Individuals x 7	£1,059.00
<b>South Lanarkshire</b>		Not responsible for electoral roll data	
<b>South Norfolk</b>	Unspecified	Members of public	£265.00
<b>South Northamptonshire</b>			
<b>South Oxfordshire</b>	31	Information not broken down	£641.50
<b>South Ribble</b>		No sales of the edited register	
<b>South Somerset</b>	10	Individuals x 6, Estate Agents x 3 and Optician x 1	£249.00
<b>South Staffordshire</b>	4	Individuals x 2, Waste Management Co, Hospice	£115.00
<b>South Tyneside</b>	Unspecified	Local Organisations	£422.50
<b>Southampton</b>	13	8 x Organisations, 5 x Individuals	£1,423.50
<b>Southend-on-Sea</b>	1	Individual	£26.00

<b>Southwark</b>	10	Four Communications, Bell Pottinger Public Affairs, Foxtons Ltd, Le Pont de la Tour, Data Trans Ltd, Flying Fish Sushi, Southwark Cathedral, Alaska Events, Eaton Green Estate Agents, Locale Restaurants	£1,145.50
<b>Spelthorne</b>	9	Beverley Cotterell, Philip Hodges Estate Agents, Councillor Caroline Spencer, Rutherford and Co, Stone Residential, Woking & Sam Beare Hospices, Data Trans Ltd, Curchods Estate Agents, Bazeley & Co Estate Agents.	£508.00
<b>St Albans</b>	16	Warden Hill School of Motoring, Data Trans Ltd, ASC Financial Solutions, Rutherford & Co, John Curtis Estate Agents, Anonymous x 10, St Albans District Credit Union	£1,197.00
<b>St Edmundsbury</b>	23	Marketing Solutions, Spectre Leisure, Whiting & Partners, Individual x 11, Councillors x 3, West Suffolk Conservatives, Bury St Edmunds Conservatives, Liberal Democrats, Suffolk County Council, Not Known x 3	£922.41
<b>St. Helens</b>	1	Individual	£158.00
<b>Stafford</b>	2	Individuals	Information not broken down
<b>Staffordshire</b>		Not responsible for electoral roll data	
<b>Staffordshire Moorlands</b>	10	Businesses x 7 and Individuals x 3	£587.00
<b>Stevenage</b>	Unspecified	Organisations and Individuals	£497.50
<b>Stirling</b>		Not responsible for electoral roll data	
<b>Stockport</b>	18	Companies x 7, Not for Profits x 2 and	£1,953.50

		Individuals x 9	
<b>Stockton-On-Tees</b>	6	Individual, Policy and Performance Unit: Stockton Council, Hays Travel, HD Finance Solutions, Jonathans Dry Cleaners, Mr G Wade	£778.50
<b>Stoke-on-Trent</b>	8	5 x Individuals, Searchlight, C R Associates Midlands Ltd, Clear Contact	£874.50
<b>Strabane</b>		Not responsible for electoral roll data	
<b>Stafford-on-Avon</b>	16	Individuals x 11 and Companies x 5	£517.50
<b>Stroud</b>	6	Companies x 5 and Individual x 1	£198.50
<b>Suffolk</b>		Not responsible for electoral roll data	
<b>Suffolk Coastal</b>	13	Harmony Blake (Festival Republic), Kirton Church, Baptist Chapel; Grundisburgh, Suffolk Neighbourhood Watch, Individuals x 4, Susan Hampshire Travel, Edward Jones Stockbrokers Ltd, Campsea Ashe Benefice, Datatrans Ltd, Suffolk County Council	£760.50
<b>Sunderland</b>	4	Northumbria Police, Nexus, Sunderland City Council, Creative Homebuyers	£781.50
<b>Surrey</b>		Not responsible for electoral roll data	
<b>Surrey Heath</b>	20	20 x Organisations	£847.50
<b>Sutton</b>	10	Cancer Help Centre, Private Companies x 6, Sutton and East Surrey Water, Data Trans Ltd, Individual x 1	£1,330.50
<b>Swale</b>		No sales of the edited register	
<b>Swansea</b>	9	6 x Individuals and 3 x Organisations	£682.00
<b>Swindon</b>	4	Pearson Independent Advisors, Ridgeway Care and Repair, 2 x Unknown	£453.00
<b>Tameside</b>	4	Cox Motor Group, J Owen & Co Solicitors, Individuals x 2	£416.00
<b>Tamworth</b>	10	Individuals and Companies	£698.50
<b>Tandridge</b>	16	Individuals x 2, Companies x 14	£744.00

<b>Taunton Deane</b>	2	Individual x 1 and Commercial Company x 1	£335.00
<b>Teignbridge</b>		Information not provided	£258.50
<b>Telford and Wrekin</b>		No sales of the edited register	
<b>Tendring</b>	Unspecified	Organisations and Individuals	£541.00
<b>Test Valley</b>	12	Individuals x 5 and Organisations x 7	£402.00
<b>Tewkesbury</b>	11	Individuals x 10, Swindon Village Primary School	£310.00
<b>Thanet</b>	Unspecified	Individuals	£149.45
<b>The Vale of Glamorgan</b>	Unspecified	Individuals	Information not broken down
<b>Three Rivers</b>	16	Individual x 1 and Organisations x 15	£630.72
<b>Thurrock</b>	5	4 x Organisations, 1 x Individual	Information not broken down
<b>Tonbridge and Malling</b>	6	3 x Companies, 1 x Local Small Business. 2 x Private Individuals	£357.50
<b>Torbay</b>		Not responsible for electoral roll data	
<b>Torfaen</b>	Unspecified	Individuals and organisations	Information not broken down
<b>Torridge</b>	2	Datatrans and Solicitors Firm x 1	£142.00
<b>Tower Hamlets</b>	31	M B Travel, Four Communications, Estates and Lets, Bubbles Bathrooms and Kitchens, Chase Evans, Foxtons, LBTH Internal, Basyl Books Tapes and Videos, Victorstone Financial Management, Stifford TJRS TRA Community Centre, Hurford Salvi Carr Property Management Ltd, Barratt Homes, Bell Pottinger Public Affairs, Ameen UK Ltd, Keyhomes Property Services Ltd, Churchill Travel Ltd, Council	£3,786.00

		of Mosques, pennyappeal.org, Marlor Partnership, Individuals x 12	
<b>Trafford</b>	13	Jackson Maunders Ltd, Insight Marketing and Communications Ltd, ATS Enterprise, Garage Pride, Nestwell Estates, Henshaws Soc of the Blind, Pendragon Consultants Individuals x 6	£795.50
<b>Tunbridge Wells</b>	16	Winkworth, Rev A Rutherford, Chirs Knott Insurance, Tunbridge Wells Girls' Grammar School, Brenchley Post Office, Barnes Kingsnorth Estate Agents, Griffin Law Solicitors & Commissioners for Oath, Datatrans, Susanna Di Crosta Interiors, Jempsons Superstore, Independent Candidate, Mr D Freeman, Mr A Rose, Mr D Blaney, Mr Tutt, Unknown	£644.50
<b>Uttlesford</b>	18	Miss A Hammond, Miss B Purvis, Miss M Irey, Ashwell Developments, Manley and Son, St Clare Hospice, C F Arnold, Data Trans Ltd, Lady visitor, NFU Mutual, Mr Sherlock, Mr D Walker, Mr Vernon, Steven Oates Ltd, Mr M Kelly, Gray and Co, John Wittman, Coast Insurance	£664.50
<b>Vale of White Horse</b>	5	Information not broken down	£168.10
<b>Wakefield</b>	1	Individual	£63.00
<b>Walsall</b>	9	Imperial College of London, Muslim Public Affairs Committee, Nulay Ltd, Walsall Hospice, KH Promotions Ltd, Data Trans Ltd, First Stop Property Shop, Individual x 2	£1,011.50
<b>Waltham Forest</b>	7	Bell Pottinger, Katoenterprises, Data Trans Ltd., Foxtons, Dept. of LBWF, Prevista, Ian Singleton	£1,008.00

<b>Wandsworth</b>	29	Pizza Business, Draker Lettings, Gillons Art, St James Place, The Cuban, Edmund Estates, Realm Estates, Money Advice & Planning Ltd, Thamesview, St Nicholas Church, Liberal Democrats, Simmons & Simmons, Belvoir Lettings, Chelsea & Westminster Health Charity, Rutherford & Co, Faana Rana, Haven Breast Care, Featherstone Leigh, Foxton's, Winchester White, London & Surrey Homes, Dexter's, Unicorn Carriages, Bell Pottinger, New Independent, Andre Dang, Comm Body Architecture, SW15 Estate Agents, Ameen UK Ltd	£2,855.50
<b>Warrington</b>	7	University of Liverpool, Warrington Collegiate, Golden Gates Housing, Energysave Northwest Ltd, Data Trans Ltd, Winwick St Oswalds PCC, PPS Group	£647.00
<b>Warwick</b>		No sales of the edited register	
<b>Warwickshire</b>		Not responsible for electoral roll data	
<b>Waford</b>	7	A part of the NHS, Church Group x 1, Datatrans, Driving School x 1, Religious Group x 1, A Driving Instructor x 1, Estate Agent x 1	£933.00
<b>Waveney</b>	Unspecified	General Public	£548.50
<b>Waverley</b>	Unspecified	Individuals and Organisations	£3,935.90
<b>Wealden</b>	26	Church, Parish Council, Estate Agent x 2, Planning Consultant, Data Trans, Tempus Financial Management, Susanna Di Costa Interiors, St Bedes School, Handleys Estates, St James Place Partnership, Wellesley Investment Management, Park Home Insurance	£1,716.50

		Services, Bluebell Railway, Heathfield Chapel, Freeman & Foreman Estates Agents, Hastoe Housing Association, Lampons Estate Agents, Jempsons, Individuals x 7	
<b>Wellingborough</b>	2	Telemarketing Organisation x 1 and Insurance Company x 1	£139.00
<b>Welwyn Hatfield</b>	Unspecified	Organisations	£740.00
<b>West Berkshire</b>	5	Village Properties, Vicar of Basildon, Risk Home Insurance Services Ltd, Individual, Spice Guru	£144.00
<b>West Devon</b>	8	JBP Associates Ltd, Okehampton East Residents Association, Ward & Chowen, Data Trans Ltd, Unknown x 4	£278.00
<b>West Dorset</b>	Information not broken down	Individuals and Organisations	Information not broken down
<b>West Dunbartonshire</b>		Not responsible for electoral roll data	
<b>West Lancashire</b>		No sales of the edited register	
<b>West Lindsey</b>		Not responsible for electoral roll data	
<b>West Lothian</b>		Not responsible for electoral roll data	
<b>West Oxfordshire</b>	7	Individuals x 7	£162.50
<b>West Somerset</b>	1	DataTrans Ltd	£47.00
<b>West Sussex</b>		Not responsible for electoral roll data	
<b>Westminster</b>	93	Organisations x 83 and Individuals x 9 Unknown x 1	£6,241.50
<b>Weymouth and Portland</b>		Information not broken down	
<b>Wigan</b>	3	Electoral Reform Services, Datatrans Ltd, S Jones	£227.50
<b>Wiltshire</b>	4	Individuals x 4	£21.50
<b>Winchester</b>	16	Winchester Youth Counselling, Individuals x 9, TSS Marketing, Apple Panels, Belvoir,	£1,117.75



		Connells Estate Agents, Winchester Sunblinds, Waterfront Wills & Estate Planning	
<b>Windsor and Maidenhead</b>		Not responsible for electoral roll data	
<b>Wirral</b>	Unspecified	Organisations and Individuals	Information not broken down
<b>Woking</b>	25	Aston Mead Estate Agents, Chris Rayner Estate Agents, Corporate Space Events, Data Trans, Foxtons Estate Agents, Horizon Keelans Estate Agents, Lynch and Co Estate Agents, McLaren, Optichrome, PD and J Evans Agency, Philip Wilmot Associates, Seymours Estate Agents, South Coast Mortgages, TSS Marketing, Woking and Sam Beare Hospices, Individuals x 9	Information not broken down
<b>Wokingham</b>	17	Organisations	£973.60
<b>Wolverhampton</b>	2	Mr I Ahmed, Mr S Singh	£212.50
<b>Worcester</b>	6	Individuals x 3 and Organisations x 3	£604.45
<b>Worcestershire</b>		Not responsible for electoral roll data	
<b>Worthing</b>		Not responsible for electoral roll data	
<b>Wrexham</b>	4	Money Advice & Planning Ltd, St Mark's Church Wrexham, Overton Parish Church, Mr E Davies Coedpoeth	£193.00
<b>Wychavon</b>		No sales of the edited register	
<b>Wycombe</b>	26	Braithwaite, BPI, Cannon Moorcraft Ltd, Scanappeal, Mem Saab Ltd, Brian Leslie (school of driving), Hambleden Valley Churches, Hillier Hopkins, Great Hampden PCC, Venture Portraits, Fox Country Inn, Datatrans Ltd, Rutherford and Co,	£2,003.50

Wycombe Museum, Hale Partnership,  
 Pike Smith Kemp Marlow, BEHSS,  
 Christopher Pallett, Kemp, Granville  
 Residential Sales/Lettings, George &  
 Dragon, Frost Partnership, Slough School  
 of Islamic Studies, Copas Farms, Hurst  
 Estate Agents, K Bignall

<b>Wyre</b>	6	Club Sanuk, Bang and Olufsen, Mortimers, Athena Photographic, Mr Mc Gee, Land Referencing Service	£440.00
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<b>York</b>	1	Organisation	£114.50
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<b>Total</b>	<b>2742</b>	-	<b>£265,161.21</b>
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## Appendix 2: Methodology

Starting on the 14 May 2012, a Freedom of Information request was sent to local authorities requesting information relating to use of the electoral register. Specifically, local authorities were asked for the purchasers and the total revenue from sales of the electoral register.

We received responses from 99% of local authorities.

For the purposes of this report we included all responses received up to and including 08 July 2013.

## Appendix 3: Freedom of Information Request

Under the Freedom of Information Act I would like to request details of whether your Local Authority has sold any electoral roll data.

Please provide me with answers to the following questions:

1. The name of the purchaser of the data (or a suitably anonymous identification which indicates whether the purchaser was an individual or an organisation)
2. The total revenue from the selling of electoral roll data

I would request that the period covered is 01 May 2007 – 01 May 2012. (But do not request the information be broken down by years)

Please break down your response by the sales concerning the full register and sales of the edited register.

I understand under the terms of the Freedom of Information Act that I am entitled to a response within twenty working days. I would be grateful if you could confirm this request in writing as soon as possible.

**Appendix 4: Example of a letter requesting to be permanently opted out of the edited register under Section 11 of the Data Protection Act 1998.**

**Notice under Section 11 of the Data Protection Act 1998 not to use my personal information for direct marketing / share my personal details with third parties**

I, [ full name ] of [ full address ] require that you as Electoral Registration Officer for [ council area ] cease or do not begin processing for the purpose of direct marketing personal data which I supply to you in respect of the Register of Electors with effect from the date of this request. In doing so and until I notify you in writing to the contrary, I particularly request that my name be withheld from the current and future versions of the Edited Register of Electors and that this choice be specifically marked on any annual registration forms sent to me in the future.

## About Big Brother Watch

Big Brother Watch was set up to challenge policies that threaten our privacy, our freedoms and our civil liberties, and to expose the true scale of the surveillance state.

Founded in 2009, we have produced unique research exposing the erosion of civil liberties in the UK, looking at the dramatic expansion of surveillance powers, the growth of the database state and the misuse of personal information.

We campaign to give individuals more control over their personal data, and hold to account those who fail to respect our privacy, whether private companies, government departments or local authorities.

Protecting individual privacy and defending civil liberties, Big Brother Watch is a campaign group for the digital age.

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