

PQ05 Joanna Booth: SIRO Assurance Report

I note that in your meeting, there is a report on data protection and the SIRO assurance report. In an FOI, December 2019, I asked for the purpose of the Impact Social contract that costs Bristol tax payers £90,000 a year. I was told that a company is paid to collect social media information about Bristol residents for the mayor. I searched for a GDPR notice on the council's website but could not find it. I reported this to the press team at the council but had no response. I lodged a complaint with the ICO about this use of personal data with no appropriate notice. I now see that the council has ways of dealing with this as well. Could someone update me as to why this practice has been carrying on since 2018 without an appropriate GDPR notice?

I have written about this data collection at the following link:

<https://medium.com/@jo.stillawake/has-the-bristol-mayor-learnt-the-wrong-lessons-from-cambridge-analytica-a17b26421ff1>

As you can see, the council already has a few processes available to inform him and whoever he chooses to share the information with, about what people think of policies and practices. I would like to know why an additional £90,000 was paid to gather information in a time of millions of pounds of cuts, and why was it necessary to include people's Twitter handles in the analysis?

Answer:

We note that your complaint to the ICO has been withdrawn by you.

With regards to the lack of a 'GDPR notice' on the BCC website, our privacy statement can be found here: <https://www.bristol.gov.uk/about-our-website/privacy>

Our pages on Data Protection and FOI, which include links to the data protection policy, can be found here: <https://www.bristol.gov.uk/data-protection-foi>

This contract went through a procurement exercise and the cost of the services provided by Impact Social in analysing the sentiment of Bristol's citizens was deemed good value for money.

We are proud to be a council that invests in listening to what people have to say and we work hard to provide opportunities for people to share their views. Listening to the needs, concerns and views of people living, working, studying and visiting Bristol is an important part of our decision-making process, as are our consultation exercises and media monitoring.

In recent years there has been a huge increase in the number of conversations about the council and our services taking place on social media. With anywhere between five and six thousand Twitter mentions and hundreds of Facebook comments a month to consider it's necessary to condense this valuable feedback into digestible reports to inform policy and decision-making.

The chart containing the Twitter handles of the users who have publicly posted the most content containing the search terms is a standard part of Impact Social's monthly social media reports. It helps us easily see who the biggest Bristol content

creators are that month. This is a minor element of the reports and is not included in the council's analysis of the data.