

FOI ref no: 14676

12th September 2022

Freedom of Information request: reference 14676 first notified to us by email on 16th August 2022. Thank you for your recent request under the Freedom of Information Act 2000, as detailed below:

Provide all communications and other resources relating to the recent promotion of what3words on your twitter feed as linked

<https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2FStaffsPolice%2Fstatus%2F&data=05%7C01%7Cfoi%40staffordshire.police.uk%7Cf15f60ba98f2489e1c7708da7f58584c%7Cd492250406c0431d8eca67087dea03c8%7C0%7C1%7C637962314665401978%7CUnknown%7CTWFpbGZsb3d8eyJWljoIMC4wLjAwMDAiLCJQIjoIv2luMzliLCJBTiI6IklhaWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=3pBzQjvuuFyj62E13zvdYVBoJ0izCKANQ4tocDZ8xms%3D&reserved=0...> (the one where you suggest we download a third party commercial application and read its terms and conditions before heading out so we can get the handle.soaps.baker reference potentially encouraging people to remain in their car, rather than exiting our vehicle to the safe refuge behind the barrier where an emergency telephone is pictured).

The tag used in the public service message ///handle.soaps.baker appears not to be within Staffordshire and the picture does not appear to relate to the location tag provided.

This information should cover the ANY and ALL force departments OR third parties with which the force has liaised and ALL systems which may contain:

- 1. Who suggested this be content be promoted, including copies of any associated communications.*
- 2. Discussions about the promotion and the content, including copies of any associated communications.*
- 3. Please provide a copy of the campaign toolkit provided by What3Words along with any associated communications.*
- 4. Any other relevant communications between the force and third parties related to the promotion of what3words and copies of these communications.*

The request may be limited to this specific promotion or the campaign within which it is carried so as to reasonable keep it under the fee cap.

The format for your search shall be of any media type including but not limited to paper documents, telephone recordings, telephone logs, letters and emails.

Staffordshire Police's response to your enquiry is as follows:

Staffordshire Police does hold some of the requested information.

1. Who suggested this be content be promoted, including copies of any associated communications.
This was a part of a national campaign, #KnowExactlyWhere led by What3Words themselves and was suggested by the Corporate Communications department.
No information is held with regard to associated communications.

2. Discussions about the promotion and the content, including copies of any associated communications.
The Corporate Communications department consulted with the contact centre to ensure we were capable of supporting this method of location-tagging and then drafted some sample posts.
No information is held with regard to associated communications.

3. Please provide a copy of the campaign toolkit provided by What3Words along with any associated communications.
Please see the attached documents bundle 'FOI 14676 What3Words Data' and 'FOI 14676 What3Words Video'.

4. Any other relevant communications between the force and third parties related to the promotion of what3words and copies of these communications.
Please see the attached documents bundle 'FOI 14676 What3Words Data'.

Please note that some redactions have been applied to some of the document as I am applying the following FOI Act exemptions:

**Section 31 (1)(a)(b) - Law Enforcement &
Section 40 (2) – Personal Information.**

Sections 31 is a qualified exemption and as such there is a requirement to articulate the harm and conduct a public interest test.

Evidence of Harm

Every effort should be made to release information under Freedom of Information. However, a FOIA response is considered to be a release to the world as once the information is published the public authority have no control over what use is made of that information.
Those with the necessary criminal intent, inclination and capacity could use the information to gain an operational advantage over the force as the information is considered to be operationally sensitive.

S31 - Factors favouring disclosure

To disclose this information would increase public confidence that Staffordshire Police use every available means to prevent and detect crime and to protect the public.

S31 - Factors favouring non-disclosure

Modern day policing is intelligence led and the Police Service share information with other law enforcement agencies as part of their intelligence gathering process. The public interest is not what interests the public but what will be of greater good if released to the community as a whole. It is not in the public interest to disclose any information that may compromise Staffordshire Police's ability to accomplish its core functions of law enforcement.

Balance Test

Whilst there is a public interest in the transparency of policing, the Police Service is charged with enforcing the law, preventing and detecting crime and protecting the communities we serve and it is our opinion that the balance test favours non-disclosure.

Section 40(2)

Section 40(2) is an absolute exemption which means that there is no need to quantify the harm that may arise from the disclosure; neither is it subject to a public interest test.

To release personal or third-party information which may or may not be held by Staffordshire Police would breach the data protection principles, namely –

- Data is lawfully and fairly processed.
- Processed in line with an individual's rights.
- Data is secure.

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of this email and should be addressed to:

foi@staffordshire.police.uk

Or by Post to:

Central Disclosure Unit
Staffordshire Police HQ
PO Box 3167
Stafford
ST16 9JZ

Please remember to quote the reference number in any future communications.

Freedom of Information
Central Disclosure Unit