



Home Office

**Communication  
Directorate**  
2 Marsham Street  
London  
SW1P 4DF  
[www.homeoffice.gov.uk](http://www.homeoffice.gov.uk)

**Our ref:** 65966  
**Date:** 11/10/2021

Dear Andrew Poelstra ([request-790066-9ddea2f7@whatdotheyknow.com](mailto:request-790066-9ddea2f7@whatdotheyknow.com)),

**Freedom of Information Request reference: 65966**

Thank you for your e-mail of 8 September 2021 in which you requested the cost of the upcoming ad campaign directed at Facebook's end-to-end encryption proposal, including:

- a) The total payment to M&C Saatchi, cited in a recent Times article
- b) The total payment to any other ad agencies as part of this campaign

Your request has been handled as a request for information under the Freedom of Information Act 2000. I can confirm that the Home Office holds the information that you have requested. I am able to disclose that, at the time of writing this letter, no payment has been made to M&C Saatchi. Under current plans, c.£534,000 is allocated for this campaign. Approximately £56,000 of that will be used to support campaign evaluation through an independent research agency. No other ad agencies are involved in the campaign.

If you are dissatisfied with this response you may request an independent internal review of our handling of your request by submitting a complaint within two months to [foirequests@homeoffice.gov.uk](mailto:foirequests@homeoffice.gov.uk), quoting reference **65966**. If you ask for an internal review, it would be helpful if you could say why you are dissatisfied with the response.

As part of any internal review the Department's handling of your information request would be reassessed by staff who were not involved in providing you with this response. If you were to remain dissatisfied after an internal review, you would have a right of complaint to the Information Commissioner as established by section 50 of the FOIA.

A link to the Home Office Information Rights Privacy Notice can be found in the following link. This explains how we process your personal information:  
<https://www.gov.uk/government/publications/information-rights-privacy-notice>

Yours sincerely,

**Home Office**

