



Dear Dr N Ostrand, with Professor P Statham, Dr J Hampshire and Dr C Oeppen (Sussex Centre for Migration Research, University of Sussex) - request-780579-98d72bda@whatdotheyknow.com

Thank you for your email of 9 August, in which you asked to confirm the nature of the affiliation between the Home Office and the 'On The Move' website (migrantsonthemove.org).

- Specifically, did the Home Office develop (or contract others to develop) the On The Move website?
- Did the Home Office provide any public funds to On The Move? If yes, how much was provided and how specifically was the money used?
- Is On The Move run by the Home Office?
- If the website is not run by the Home Office, does the Home Office have any contact with On The Move? For example, has it ever provided information to the organisation? Is any information that is collected by the website shared with the Home Office?
- Finally, can you please specify how any data collected by the website or any questions sent to the website's email address might be used and stored by the Home Office, and what data protection procedures are in place?"

Your request has been handled as a request for information under the Freedom of Information Act 2000.

Please find below a response to your request.

- The Home Office ran a communications campaign between December 2020 – April 2021 to dissuade migrants in France and Belgium from attempting irregular entry into the UK by small boats or HGV.
- The campaign included social media adverts, which were clearly branded and came from Home Office official Facebook and Instagram accounts and linked to the campaign web pages.
- The Home Office commissioned Seefar, to provide [UK specific information web pages](#) within an existing website, this work was funded by the Home Office as part of a wider campaign
- However the website migrantsonthemove.org is not owned or run by the Home Office.
- A payment of £48,208.00 has been made by the Home Office for the production of the multilingual web pages, for hosting and other associated costs.
- The website migrantsonthemove.org is not and has not been run by the Home Office
- Home Office does not have access to any personal data from the website and no emails/personal information have been provided to the Home Office.

- The [UK specific information web pages](#) website is governed by our suppliers data protection policy. Assurance on the sufficiency of policy were sought before the campaign started.
- The website has since been updated to make it clearer that the information is provided by the Home Office, on behalf of the UK Government on the 'home' page and the 'about us' page.

Yours sincerely,

Home Office