



Department
for Work &
Pensions

www.dwp.gov.uk

1 December 2017

Fol ref No: 4706

Dear Lee Jefferson,

Thank you for your Freedom of Information request received on 3 November 2017. You asked for:-

Please kindly indicate the total number of adverts you have placed on Facebook and the cost.

Date range: From 1st January 2017 to the most recent available

DWP response

I can confirm that we hold information falling within the description specified in your request. However, we estimate that the cost of complying with your request would **exceed the appropriate limit for central Government, set by regulations at £600**. This represents the estimated cost of one person spending 3½ working days in determining whether the Department holds the information, and locating, retrieving and extracting it.

Advertising is purchased across multiple channels for multiple campaigns. To quantify the number of advert appearances across all would be cost prohibitive.

Under section 12 of the Freedom of Information Act the Department is not therefore obliged to comply with your request and we will not be processing it further. The Department is unable to provide any of the information you seek within the appropriate cost limit as the topics you ask about are very broad, you should choose a more specific subject matter.

However DWP collates and publishes information on financial transactions over £25k (exc VAT) in line with the government's Transparency Agenda. This includes transactions which relate to marketing expenditure. This information can be found at:

<https://www.gov.uk/government/publications/dwp-payments-over-25000-for-2017> .

Once you have reviewed this material you may want to refine your request. We will consider afresh any revised request however we cannot guarantee that any revised request will fall within the cost limit.

If you have any queries about this letter please contact me quoting the reference number above.

Yours Sincerely

DWP Fol Team

Your right to complain under the Freedom of Information Act

If you are not happy with this response you can ask for an internal review by e-mailing freedom-of-information-request@dwpgsi.gov.uk or by writing to DWP, Central Fol Team, Caxton House, Tothill Street, SW1H 9NA. Any review request should be sent within two months of the date of this letter.

If you are not content with the outcome of an internal review you may apply directly to the Information Commissioner's Office (ICO) for a decision. Generally the ICO cannot make a decision unless you have exhausted our own complaints procedure. The ICO can be contacted at: Wycliffe House, Water Lane, Wilmslow Cheshire SK9 5AF ico.org.uk/Global/contact_us or telephone 0303 123 1113 or 01625 545745