



Trust Headquarters  
Nexus House  
4 Gatwick Road  
Crawley  
West Sussex  
RH10 9BG

Tel: 0300 123 0999  
[www.secamb.nhs.uk](http://www.secamb.nhs.uk)

Internal Ref: 250968  
Email:

Dear Requester,

The trust acknowledges receipt of your Freedom of Information Act 2000 (FOIA) request, referenced above. Please ensure you quote this number in any future correspondence.

Please accept the Trust's apologies for the delay and inconvenience you have experienced regarding your FOIA request.

### **FOI Request**

You asked us:

**Dear South East Coast Ambulance Service NHS Foundation Trust,**

**Under the Freedom of Information Act 2000, I would like to request the following information:**

**In the last three financial years, has your organisation purchased any B2B marketing databases, contact lists, or email/telephone data?**

**If yes, please provide:**

**The name(s) of the supplier(s).**

**The contract value(s).**

**The date(s) the contract(s) were awarded.**

**The type of data purchased (e.g. business contacts, consumer data, email lists).**

**What was your organisation's total spend on marketing data, contact databases, or list purchase/rental services in each of the last three financial years?**



**Do you have a budget allocation for marketing data procurement in the current financial year? If yes, please confirm the amount.**

**Which team or department within your organisation is responsible for purchasing marketing data and databases (e.g., Commercial, Procurement, Communications, Marketing)? Please provide the job titles of staff responsible for approving or managing such purchases.**

**Are such purchases made through a framework agreement (e.g., Crown Commercial Service) or are they procured on an ad-hoc basis via tender? If framework-based, please confirm which framework(s) are used.**

**Are there any planned procurements of B2B contact databases or marketing data within the next 12 months? If so, please provide details of when and where these opportunities will be published.**

### **Formal Response**

The Trust confirms it holds the information you have requested.

**In the last three financial years, has your organisation purchased any B2B marketing databases, contact lists, or email/telephone data?**

No purchases of this nature made.

**If yes, please provide:**

**The name(s) of the supplier(s).**

**The contract value(s).**

**The date(s) the contract(s) were awarded.**

**The type of data purchased (e.g. business contacts, consumer data, email lists).**

Not applicable

**What was your organisation's total spend on marketing data, contact databases, or list purchase/rental services in each of the last three financial years?**

Not applicable

**Do you have a budget allocation for marketing data procurement in the current financial year? If yes, please confirm the amount.**

None, not applicable

**Which team or department within your organisation is responsible for purchasing marketing data and databases (e.g., Commercial, Procurement,**



**Communications, Marketing)? Please provide the job titles of staff responsible for approving or managing such purchases.**

The Trust does not provide individual names or contact details in response to FOI requests. Business enquiries can be made by emailing [enquiries@secamb.nhs.uk](mailto:enquiries@secamb.nhs.uk). Alternatively, names and roles of SECAMB employees already in the public domain can be found via our website here: [About Us | SECAMB](#)

The procurement team can be contacted at: [procurement@secamb.nhs.uk](mailto:procurement@secamb.nhs.uk)

**Are such purchases made through a framework agreement (e.g., Crown Commercial Service) or are they procured on an ad-hoc basis via tender? If framework-based, please confirm which framework(s) are used.**

This would depend on the individual requirement. Where a framework will meet the requirement, then SECAMB will utilise either via a further competition or direct award. If a Framework is not identified then it will be procured via our Standing Financial Instructions. We typically use Crown Commercial Services CCS and NHS Frameworks.

**Are there any planned procurements of B2B contact databases or marketing data within the next 12 months? If so, please provide details of when and where these opportunities will be published.**

None planned.

### **Next steps**

Please note you will be able to source a lot of information which is made available on our website.

Should you be dissatisfied with our response then in the first instance please contact Richard Banks, Head of Corporate Governance, via the following email address: [FOI@secamb.nhs.uk](mailto:FOI@secamb.nhs.uk)

You can ask us to review our original response. If you would like us to carry out an internal review, please let us know within 40 working days of you receiving our original response. This review will be conducted by an individual who was not directly involved in reviewing the original response, ordinarily, the Trust Data Protection Officer.

We will endeavour to complete this request within 20 working days.

Should you remain dissatisfied then you can contact the [Information Commissioner's Office](#) (ICO). Complaints to the ICO should be made within six weeks of receiving the outcome of an internal review. The easiest way to lodge a complaint is through their website: [www.ico.org.uk/foicomplaints](http://www.ico.org.uk/foicomplaints).

Alternatively, the ICO's postal address is:

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, SK9 5AF.



Saving Lives,  
Serving Our Communities

Chair: Michael Whitehouse CEO: Simon Weldon

Yours sincerely,

**Freedom of Information Coordinator  
South East Coast Ambulance Service NHS Foundation Trust**



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Serving Our Communities

Chair: Michael Whitehouse CEO: Simon Weldon