

Information Governance

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13 June 2023

Our reference: FOI DA4769

I am responding to your request for information received 5 June 2023. This has been treated as a request under the Freedom of Information Act 2000.

I am now enclosing a response which is attached to the end of this letter. Please do not hesitate to contact me on the contact details above if you have any further queries.

Yours sincerely,

Information Rights Coordinator

If you are dissatisfied with the Trust's response to your FOIA request then you should contact us and we will arrange for an internal review of this decision.

If you remain dissatisfied with the decision following our response to your complaint, you may write to the Information Commissioner for a decision under Section 50 of the Freedom of Information Act 2000. The Information Commissioner can be contacted at:

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

Tel: 0303 123 1113
Web: www.ico.org.uk

Please note that the data supplied is not allowed to be re-used and/or published without the explicit consent of East London NHS Foundation Trust. Please contact the signatory to request permission if this is your intention



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Chief Executive: Paul Calaminus
Chair: Eileen Taylor

Request:

Question 1: Has ELFT been using Facebook's Meta Pixel tracker reported in the Guardian today?
https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.theguardian.com%2Fsociety%2F2023%2Fjun%2F03%2Fuk-mental-health-charities-handed-sensitive-data-to-facebook-for-targeted-ads%3FCMP%3DShare_iOSApp_Other&data=05%7C01%7Celft.foi%40nhs.net%7Ce035a2eddb184dce849608db646f5977%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638214201618268573%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTil6lk1haWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=K0s%2Bk17G4Ug8DwGUakmLN0oRwKAUyAlngF%2BomwOJDT0%3D&reserved=0

Answer: The Trust has reviewed question 1 of your request for information under the Freedom of Information Act (FOI) 2000.

Section 1(1) of the Freedom of Information Act 2000 states:

*Any person making a request for information to a public authority is entitled—
(a) to be informed in writing by the public authority whether it holds information of the description specified in the request, and
(b) if that is the case, to have that information communicated to them.*

East London NHS Foundation Trust does not utilise Facebook Meta Pixel tracker and is therefore unable to provide a response.

Question 2: If so, for how long?

Answer: Not applicable.

Question 3: How many of your service users have had information collected by Facebook?

Answer: Not applicable.

Question 4: Is Meta Pixel still active on your website?

Answer: Not applicable.

Question 5: If not, when did you remove it?

Answer: Not applicable.



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