



Llywodraeth Cymru
Welsh Government

Our ref: ATISN 10266

Date: 30 March 2016

Dear ,

Request for Information – ATISN reference 10266

Thank you for your request which was received by the Welsh Government on 18 February 2016.
You asked the following:

The amount the Welsh Government has spent on advertising on Facebook, Twitter, any other social media platform, Spotify and Google, for the years of

- 2011/12
- 2012/13
- 2013/14
- 2014/15
- 2015/16, and how much is budgeted for 2016/17.

Please itemise the information per service per year.

I have concluded that to provide the information requested would cost more than the appropriate limit established in the Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004 to consider your request and because of this the regulations allow me to refuse to deal with it. The appropriate limit specified for central government is £600.

When calculating whether or not your request exceeds the appropriate limit, I am allowed to consider the time it is likely to take to locate, retrieve and extract it. If these tasks are estimated to take more than 24 hours of working time, the limit will have been exceeded.

The time it would take to locate, extract and retrieve from our finance system the information you requested would exceed the specified limit, and based on our calculations would take approximately 150 hours for one financial year alone.

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or

Email: FreedomOfInformationOfficer@wales.gsi.gov.uk

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

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

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely