From: FOI
Sent: 21 May 2018 10:44
To: [redacted]
Subject: FOI 071/18 Copies of political advertisements Aggregate IQ Response

Dear [redacted],

Our Ref: FOI 071/18

Thank you for your email to the Electoral Commission dated **26 April 2018.**

The Commission aims to respond to requests for information promptly and has done so within the statutory timeframe of twenty working days.

Your request is in bold below followed by our response.

1) Digital copies (image, pdf, document, letter, powerpoint, video) of all advertisements that have been received by and/or obtained by the Electoral Commission in relation to those paid for by Aggregate IQ Ltd during the 2016 UK Referendum.

2) Digital copies (image, pdf, document, letter, fax, powerpoint, video) of all images relating to the advertising campaigns paid for by Aggregate IQ Ltd that Mike Schroepfer and/or Facebook has supplied to the Electoral Commission as evidence.

3) Digital copies of all statistical information on audience reach, engagement and online analytics relating to said advertisements supplied to the Electoral Commission by Mike Schroepfer and or Facebook.

Our response is as follows:

The information requested in 1) to 3) above is exempt under the Freedom of Information (FOI) Act as per below.

The Commission has a number of ongoing investigations in respect of both campaigners in the EU referendum and in the UK Parliamentary General Election.

Exemption under section 30 and 31 of the Freedom of Information (FOI) Act

The Commission has a statutory function to conduct investigations into potential breaches of the reporting requirements in Political Parties, Elections and Referendums Act 2000 (“PPERA”).

Section 30(1)(a)(i) of the Freedom of Information Act 2000 (FOI) provides for exemption from disclosure of information which has been held at any time by a public authority for the purpose of any investigation which the authority has a duty to

conduct with a view to it being ascertained whether a person should be charged with an offence.

Moreover, section 31(1)(a) of the FOI Act provides for an exemption from disclosure of information which would prejudice the prevention or detection or crime.

A further exemption from disclosure can be found in section 31(1)(b) of the FOI Act, where information which would prejudice the apprehension or prosecution of offenders is exempt.

Where there is no evidence of criminal activity, or in any other circumstances, the Commission may consider civil breaches under PPERA. In so far as the investigation relate to other potential breaches of PPERA, section 31(1)(g) of the FOI Act exempts from disclosure information that would or would be likely to prejudice the exercise of the Commission's functions under PPERA for the purposes of ascertaining whether any person has failed to comply with the law (as provided by section 31(2)(a) of the FOI Act). Section 31 of the FOI Act applies only to the extent that the information is not exempt under section 30.

The public interest test

Applications of the section 30 and 31 exemptions are both subject to the public interest test. There are a number of factors that must be considered and weighed in the balance. The factors we have considered are set out below.

The public interest lies in enabling the Commission to undertake inquiries as part of its investigation powers so that it can make regulatory decisions based on a firm factual basis and to gather such evidence and facts on a confidential basis. It is in the public interest to maintain this confidentiality, as it encourages the free and frank exchange of information from third parties to the Commission without which the Commission could not perform its statutory functions.

The Commission aims to be robust and fair in its regulatory decisions. We acknowledge that there is a legitimate public interest in carrying out investigations in an open and transparent way, and in promoting public understanding of the decisions we make as a regulator. These are matters we acknowledge and take into account, including when deciding whether to disclose information, whilst ensuring proper regulation of party political funding.

In carrying out effective inquiries the Commission depends on being able to secure the cooperation of those individuals and entities from whom we seek information. Whilst the Commission has powers to require information, the co-operation of the regulated community and other enforcement agencies remains essential to our ability to conduct our statutory functions. As our investigations rely on gathering evidence from these individuals and entities it is clearly in the public interest that we maintain their co-operation and avoid releasing information that could prevent exchange of relevant information in the future and have the effect of hindering our ability to conduct our statutory functions.

Those individuals and entities had, and continue to have, a reasonable expectation that information provided in the course of the investigation would not be made available to the public at large. If information provided in the course of our investigation was made public under the FOI Act, it would make individuals and entities reluctant to co-operate and may prejudice interactions with them as well as others in the future. This would in turn impact on the type, timeliness, and quality of information provided to the Commission during its investigations which would prejudice the Commission's ability to conduct its statutory functions.

Decision on disclosure

Having carefully weighed the public interest relating to possible disclosure of the information requested under sections 30(1)(a)(i), 31(1)(a), 31(1)(b) and 31(1)(g) of the FOI Act the Commission is satisfied that it is not appropriate at this time to disclose the information which the Commission holds.

We consider that disclosure of the information you have requested would prejudice the exercise of the Commission's statutory functions and its ability to conduct investigation such as in this matter, and is satisfied that maintaining the exemption outweighs the public interest in disclosure.

You may be interested to know that we publish details of concluded investigations on our website. You can find details of closed investigations here.

I trust that this information satisfies your request. The Commission strives to be an open, transparent authority, **but in some circumstances we cannot responsibly release requested information, and we ask for your understanding in this regard.**

If you are not satisfied with this response, please note that the Commission operates a review procedure, details of which can be found on the Commission website at: http://www.electoralcommission.org.uk/about-us/freedom-of-information-requests/how-do-I-make-an-foi-request

Please also note that if you have exhausted all internal Commission review procedures and you are still not satisfied you have the right to appeal to the Information Commissioner. Details of this procedure can be found on the ICO website: https://ico.org.uk/

Yours sincerely,

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