



Driver and Vehicle Licensing Agency

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www.direct.gov.uk/motoring

Your Ref

Our Ref

FOIR 1701/09

Date:

21 October 2009

Dear Sir

Freedom of Information

I am writing in response to your request made under the Freedom of Information Act 2000 (FOIA) which was received on 1 October 2009.

You have requested:-

- 1. Please release to me the names of the organisations (which may be in a list form) to whom DVLA sells data from the DVLA Vehicle Register.**
- 2. Please identify which organisations are the five motor industry data providers to whom DVLA sells data.**

This information is held.

DVLA supply four commercial products. Further details and the customer contact details are available at the website links shown.

Bulk Anonymised Data

http://www.direct.gov.uk/en/Motoring/BuyingAndSellingAVehicle/AdviceOnBuyingAndSellingAVehicle/DG_10014436

This product is supplied to Experian, HPI, CarWeB, CDL and the RAC (who only use the data for their own purposes to support roadside assistance). The cost is £96,000 per annum and the price is calculated to recover costs only. Regulation 27 of the Road Vehicles (Registration and Licensing) Regulations provides for the release of information from DVLA's vehicle records to those who can show 'reasonable cause' for requiring it.

The primary purpose for this service is to enable organisations to offer a vehicle checking service to those looking to buy a second hand vehicle. The data is matched with data from



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Department for
Transport

the insurance industry, police and finance companies to enable the public to determine whether a vehicle they wish to purchase is as it appears to be, and is not recorded as stolen, previously written off, or as having finance secured against it.

Smaller extracts of this data are used to support services under strict contractual terms to the motor industry (and occasionally members of the public) to ensure vehicles are fitted with the correct parts (including brakes, tyres and oil) during a service, etc.

This product contains information on the technical specifics of a vehicle, such as the make, model, colour, propulsion, tax class, emissions etc. Vehicle records and updates to the information are provided on a weekly, monthly and annual basis to ensure the data is kept up to date and fit for purpose. No personal details about the keeper or the vehicle's whereabouts are released, but the VRM is included to be able to correctly identify the vehicle.

Anonymised Data

<http://www.businesslink.gov.uk/bdotg/action/detail?r.s=sc&r.l4=1082032108&r.l1=1081597476&r.lc=en&r.l3=1082104761&r.l2=1082103262&type=RESOURCES&itemId=1082045056>

This product is supplied to Experian, GMAP, POLK, Urban Science and CarWeB at a cost of £100,000 per annum and includes 30 items of data, (such as make, model, engine size, seating capacity, etc) for each vehicle taken from the DVLA vehicle register. It does not include the name and address of vehicle keepers, vehicle registration marks, vehicle identification or engine numbers, but does provide limited information as to the general geographical area the vehicle is registered to. This can give a very general indication of the distribution of vehicles across Great Britain by make, model and body type.

This might help manufacturers decide where to locate a dealership for a particular type or make of vehicle, or plan advertising or promotional campaigns in particular areas where the people who are most likely to purchase a certain vehicle type may reside. The data may also identify areas where people tend to buy new vehicles, or larger / smaller vehicles. This information is updated quarterly.

Mileage Data

DVLA supplies regular updates (to CDL, Experian and HPI) on the mileage advised to DVLA by vehicle keepers. This simply includes VRM, Mileage and date of notification and allows vehicle check companies (CDL, Experian, HPI) to monitor mileage of vehicles and identify a vehicle which is being offered for sale having been 'clocked' to misrepresent the true mileage. This costs £317 per annum and 1p per data item (i.e. for each VRM and Mileage that is supplied).

Mosaic Automotive

DVLA provides this product to one organisation, Experian, at a cost of £50,000 per annum. It sends back the propensity for certain Lifestyle (Mosaic) groups to be the keepers of certain vehicles to inform motor manufacturer and dealer marketing activities to particular lifestyle

groups. No personal details are released and lifestyle groups are widely used by marketing companies. More details available at

http://www.experian.co.uk/www/pages/what_we_offer/products/mosaic_automotive.html

3. Please inform me the name of the data firm at the centre of the Castrol scandal.

This information is held.

DVLA are particularly concerned about the road safety issues surrounding any advertising which distracts drivers.

Castrol ran the marketing campaign without the knowledge of DVLA or DVLA's data customer CarWeB. When the campaign came to the attention of DVLA and CarWeB on 22nd September 2009 prompt action was taken, Castrol was contacted and the campaign shut down within 48 hours. DVLA are content that CarWeB acted quickly and took the necessary action to rectify the situation

Castrol accessed the data from OATS (Oil Advisory Technical Services www.oats.co.uk) which was founded in 1984 to create lubricants recommendation books for the UK market. CarWeB (www.carwebuk.com) supplies the DVLA data used by OATS to provide an easy look up to check the right lubricants to be used on a range of vehicles by the driver or garage typing in the Vehicle Registration Mark. This convenient reference tool has been used successfully for many years without previous incident.

We should emphasise that at no point did Castrol, OATS or CarWeb seek to use or gain access to personal information about drivers or vehicle keepers.

The information supplied to you continues to be protected by the Copyright, Designs and Patents Act 1988. You are free to use it for your own purposes, including any non-commercial research you are doing and for the purposes of news reporting. Any other re-use, for example commercial publication, would require the permission of the copyright holder.

Most documents supplied by the Driver and Vehicle Licensing Agency will have been produced by government officials and will be Crown Copyright. You can find details on the arrangements for re-using Crown copyright on the Office of Public Sector Information website at: <http://www.opsi.gov.uk/click-use/index.htm>.

If you are unhappy with the decisions made by this Agency in relation to your request, you may ask for an internal review. If you wish to complain, you should write to FOI, DVLA, Longview Road, Swansea SA6 7JL or email foi@dvla.gsi.gov.uk

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. Please see attached details of the complaints procedure and your right to complain to the Information Commissioner.

If you have any queries about this letter, please contact me at the postal or e-mail address, quoting the reference above.

Yours sincerely

Sent unsigned via e-mail

FOI - DVLA