| Police Scotland logo | Freedom of Information ResponseOur reference: FOI 25-0387Responded to: 03 April 2025 |
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Your recent request for information is replicated below, together with our response.

**Please send all emails and documentation regarding the selection of “rossy” to feature in a police Scotland domestic violence information video.**

Attached separately is the email linked to the selection of the actors as recommended by the advertising agency - FOI 25-0387 Data 01

As you will note some information has been redacted as I am refusing to provide it in terms of section 16(1) of the Act on the basis that the following exemptions apply:

## Section 30(c) - Prejudice to the Effective Conduct of Public Affairs.

Information is exempt information if its disclosure under the Act would otherwise prejudice substantially, or be likely to prejudice substantially, the effective conduct of public affairs.

In this case telephone numbers and e-mail addresses have been redacted. To release these details publicly through FOI legislation could negatively impact on the operational effectiveness of the relevant department within Police Scotland and with our partners. While it is acknowledged that the disclosure of this information would support transparency and better inform the public as to how the organisation conducts its business, there are already established routes for the public to contact with the police and the disclosure of these additional details would not support the effective conduct of public affairs.

This is a non-absolute exemption and requires the application of the public interest test.

**Public Interest Test**

To release e-mail addresses which are not in the public domain could negatively impact on the operational effectiveness of Police Scotland. Accordingly, to ensure that internal processes are protected, this information cannot be disclosed.

It is not in the public interest to disclose information that would make it difficult to offer an efficient and effective service.

## Section 38(1)(b) – Personal Information

Personal data is defined in Article 4 of the General Data Protection Regulation (GDPR) as:

‘Information relating to an identified or identifiable natural person (“data subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person’.

Section 38(2A) of the Act provides that personal data is exempt from disclosure where disclosure would contravene any of the data protection principles set out at Article 5(1) of the GDPR which states that:

‘Personal data shall be processed lawfully, fairly and in a transparent manner in relation to the data subject’.

Article 6 of the GDPR goes on to state that processing shall be lawful only if certain conditions are met. The only potentially applicable condition is Article 6(1)(f) which states:

‘Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child’.

Notwithstanding, I am further of the view that your interests are overridden by the interests or fundamental rights and freedoms of the data subjects.

On that basis, it is considered that disclosure of the information sought would be unlawful.

As such, any personal data, including names has been redacted.

This is an absolute exemption and does not require application of the Public Interest Test.

**Please also send all emails and documentation regarding the removal from police Scotland social media of the domestic violence information video that featured “rossy”**

The information sought is not held by Police Scotland and section 17 of the Act therefore applies.

By way of explanation, communication around the decision to pull the advert was undertaken verbally.

**Please confirm if “rossy” was financially compensated for his efforts and if so please advise how much police Scotland paid or planned to pay him.**

The information sought is not held by Police Scotland and section 17 of the Act therefore applies.

By way of explanation, Police Scotland contracted a creative agency to produce the digital films/adverts for all of our violence against women and girls prevention campaigns.

The exact breakdown of costs incurred by the agency to deliver these adverts is not known by Police Scotland.  The total costs for this specific advert was £8,156, which include all creative, development and production costs. The same-sex domestic abuse advert was one part of the wider domestic abuse campaign.  The campaign has been running since December 2024 with the main advert featuring on a range of channels targeting our primary audience.

The same-sex advert was a secondary piece of content and was due to run from 22nd January 2025 until 4th March 2026.

If you require any further assistance, please contact us quoting the reference above.

You can request a review of this response within the next 40 working days by email or by letter (Information Management - FOI, Police Scotland, Clyde Gateway, 2 French Street, Dalmarnock, G40 4EH). Requests must include the reason for your dissatisfaction.

If you remain dissatisfied following our review response, you can appeal to the Office of the Scottish Information Commissioner (OSIC) within 6 months - [online](https://www.foi.scot/appeal), by email or by letter (OSIC, Kinburn Castle, Doubledykes Road, St Andrews, KY16 9DS).

Following an OSIC appeal, you can appeal to the Court of Session on a point of law only.

This response will be added to our [Disclosure Log](http://www.scotland.police.uk/access-to-information/freedom-of-information/disclosure-log) in seven days' time.

Every effort has been taken to ensure our response is as accessible as possible. If you require this response to be provided in an alternative format, please let us know.