

Reference: 01546098

Temiloluwa Dawodu
Information Rights Advisor
information.requests@ofcom.org.uk

13 January 2023

Freedom of Information: Right to know request

Thank you for your request for the information as detailed below. We received this request on 14 December 2022 and have considered it under the Freedom of Information Act 2000 (the "FOI Act"). Your previous email dated 17 November 2022 was handled as a general request for advice/explanation.

Your request and our response to your email of 14 December 2022

Please explain why Ofcom is using pixel tracking in emails without informing individuals.

Please justify their use without consent.

It was an 'off the shelf' feature that was part of our case management system, Salesforce, however we have not been using it. This feature of Salesforce was disabled by Ofcom's ICT Team in December 2022 as it was not required.

Please provide full details of what data is collected, how it is used and how it is shared by both Ofcom and salesforce.

Email tracking is a standard feature to track the following additional details of the HTML emails sent from Salesforce:

- a) Date Opened
- b) Last Opened (Date)
- c) Opened on (Date)
- d) Times Opened

This information was only available to the person that generated the email and has now been switched off. The information was not shared or used by Ofcom. Salesforce as an organisation does not have access to the data in our Salesforce environment.

Salesforce (the software) did not track any personal information other than the above-mentioned attributes. This has been confirmed by the Salesforce Support Team.

Please provide a copy of the data collected.

We have taken this request to relate to data collected in relation to your email address.

We have searched Salesforce from the date that you first contacted us and could not find any pixel tracking data recorded in relation to your email address. Please note that the pixel tracking feature had only previously been enabled for scenarios where someone used a blank HTML template from Salesforce. Emails sent in through our complaints forms (such as the ones you sent) did not have pixel tracking enabled.

I hope this information is helpful. If you have any queries, then please contact information.requests@ofcom.org.uk. Please remember to quote the reference number above in any future communications.

Yours sincerely,

Temiloluwa Dawodu

If you are unhappy with the response you have received in relation to your request for information and/or consider that your request was refused without a reason valid under the law, you may ask for an internal review. If you ask us for an internal review of our decision, it will be subject to an independent review within Ofcom.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

Timing

If you wish to exercise your right to an internal review, **you should contact us within two months of the date of this letter**. There is no statutory deadline for responding to internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact information.requests@ofcom.org.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. The Information Commissioner can be contacted at:

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