



**University Hospitals  
of North Midlands**  
NHS Trust

**Royal Stoke University Hospital**  
**Data, Security and Protection**  
Newcastle Road  
Stoke-on-Trent  
Staffordshire  
ST4 6QG

Ref: FOIA Reference 2023/24-146

Date: 8<sup>th</sup> June 2023

Email [foi@uhnm.nhs.uk](mailto:foi@uhnm.nhs.uk)

Dear

I am writing to acknowledge receipt of your email dated 6th June 2023 requesting information under the Freedom of Information Act (2000) regarding social listening

As of 1<sup>st</sup> November 2014 University Hospitals of North Midlands NHS Trust (UHNM) manages two hospital sites – Royal Stoke University Hospital, and County Hospital (Stafford). Therefore the response below is for the two sites combined from that date where appropriate.

**Q1 Please can you tell me if the Trust operates a "social listening" list and if so, please provide the names that are included on the list?**

**For the avoidance of doubt if you do not use the term "social listening" I'm referring to a list of individuals whose social media posts the trust monitors. If relevant, please can you also state when the list was created.**

**A1** The Trust monitors its own corporate accounts and Trust service accounts but does not keep a list of individuals.

\*Please note that any individuals identified do not give consent for their personal data to be processed for the purposes of direct marketing.

***UHNM NHS Trust is a public sector body and governed by EU law. FOI requestors should note that any new Trust requirements over the EU threshold will be subject to these regulations and will be advertised for open competition accordingly.***

Where the Trust owns the copyright in information provided, you may re-use the information in line with the conditions set out in the Open Government Licence v3 which is available at <http://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/>. Where information was created by third parties, you should contact them directly for permission to re-use the information.



An anonymised copy of this request can be found on the Trust's disclosure log, please note that all requests can be found at the following link: <http://www.uhnm.nhs.uk/aboutus/Statutory-Policies-and-Procedures/Pages/Freedom-of-Information-Disclosure-Log.aspx>

This letter confirms the completion of this request. A log of this request and a copy of this letter will be held by the Trust.

If you have any queries related to the response provided please in the first instance contact my office.

Should you have a complaint about the response or the handling of your request, please also contact my office to request a review of this. If having exhausted the Trust's FOIA complaints process you are still not satisfied, you are entitled to approach the Information Commissioner's Office (ICO) and request an assessment of the manner in which the Trust has managed your request.

The Information Commissioner may be contacted at:

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF or via [www.ico.org.uk](http://www.ico.org.uk).

If following review of the responses I can be of any further assistance please contact my secretary on 01782 671612.

Yours,



**Rachel Montinaro**  
Data Security and Protection Manager - Records