

14 September 2023

Dear

ATISN 18958 – Use of PR Companies

Thank you for your request to the Welsh Government for information under the Freedom of Information Act (2000) received on 12 September 2023 relating to PR companies. You requested the following:

For the period 2020/21; 2021/22; 2022/23

- 1. Does the Health Board have or had a contract with Lynn Global (or associated names or previous names).*
- 2. If Yes was this negotiated by NHS Shared Services?*
- 3. What are the names of any other business that have been contracted to provide PR support to the Board?*
- 4. For what purpose are PR contracts in place for?*
- 5. On what occasions have the Health Board brought in a PR company to develop messages following a failure in the delivery of a service that resulted in the death of a patient.*
- 6. How many managers have undergone PR training to deal with the media on negative Health issues.*
- 7. What is the total spend on contracts with PR companies split between a retainer contract and those for specific issues.*

Response

Welsh Government does not hold information on health board PR contracts. This information may be available from individual health boards, and you may wish to contact them on this matter. I have added a link below that provides contact points for each health board: [Contact Us - NHS Wales](#)

Next Steps

The request you sent me contains personal information about you - for example, your name and address. The Welsh Government will be the data processor for this information and, in accordance with the General Data Protection Regulation, it will be processed in order to fulfil our public task and meet our legal obligations under the Act to provide you with a response.

We will only use this personal information to deal with your request and any matters which arise as a result of it. We will keep your personal information and all other information relating to your request for three years from the date on which your request is finally closed. Your personal information will then be disposed of securely.

Under data protection legislation, you have the right:

- to be informed of the personal data we hold about you and to access it
- to require us to rectify inaccuracies in that data
- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased'
- to (in certain circumstances) data portability
- to lodge a complaint with the Information Commissioner's Office (ICO) who is our independent regulator for data protection

For further information about the information which the Welsh Government holds and its use, or if you wish to exercise your rights under the GDPR, please see contact details below:

Data Protection Officer
Welsh Government
Cathays Park
CARDIFF
CF10 3NQ
Email: DataProtectionOfficer@gov.wales

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:
Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:
Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process

Yours sincerely,