

27 March 2025

Dear

ATISN 24460

Thank you for your request which I received on 27 February 2025. Further to the disclosure response issued to you under ATISN 23244, you asked for the following information:

- *Who or which department contacts FB/meta regarding the placement and payment of adverts on behalf of the Welsh Government?*
- *How much money in the last 12 months has been spent with FB/Meta on adverts/promotions?*

Our response

The Welsh Government does not contact Meta regarding the placement or payment of advertisements.

From March 2024 to February 2025, we spent £2,937.92 directly on Meta advertisements to deliver small campaigns.

The Welsh Government spend through the Media Buying Framework with Facebook/ Meta from 1 of April 2024 to end March 2025 is £62,494.99.

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 e-mail: 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

Telephone: 0303 123 1113

Website: www.ico.org.uk

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

Yours sincerely