

# FT Weekend

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SATURDAY 13 APRIL / SUNDAY 14 APRIL 2019

## New-borns' data sold to marketers

◆ Bounty shares 30m maternity records ◆ Hospital 'goody-bag' provider fined £400,000

MADHUMITA MURGIA

Personal information about millions of new mothers and their babies was sold illegally by a pregnancy and parenting company that operates in dozens of hospitals, regulators have revealed.

The highly sensitive information included the birth date, gender and addresses of infants, as well as names, addresses, pregnancy status and other details about new and soon-to-be parents, the Information Commissioner's Office said.

The ICO slapped a £400,000 fine on Bounty, one of the biggest-ever fines for misuse of private citizen data.

It said that over a 10-month period, the company shared millions of records with 39 different credit reference and marketing groups.

More than 30m records were shared with four companies alone. Individual records were frequently sold to multiple customers, in some cases up to 17 times.

"The number of personal records and people affected in this case is unprecedented in the history of the ICO's investigations into data broking industry and organisations linked to this," said Steve Eckersley, director of investigations at the ICO.

Bounty is a familiar name in Britain's maternity wards, where the company

has been providing information packs and baby goody-bags to pregnant women and new parents since 1959. Bounty and US sister group Mom365 operate the biggest in-hospital newborn photography businesses in their respective markets.

Susan Hall, partner at law firm Clarke Willmott, said the ICO was "sending a strong message" about the "distress caused to vulnerable new or expectant mothers" with its latest fine.

The ICO first began scrutinising Bounty in 2017 as part of its wider investigation into data brokers.

The regulator discovered that the pregnancy and parenting "club" acted



Bounty operates in maternity wards, offering information and photography services to new parents

as a broker, supplying data that it collected directly from mums to third parties for the purpose of marketing and hosting targeted advertising. Mr Eckersley said that consent given was clearly not informed. "Bounty's actions appear to have been motivated by financial gain, given that data sharing was an integral part of their business model at the time."

Jim Kelleher, Bounty managing director, said the ICO had identified "historical" issues and had made "significant changes" to how it operated last year. The company added that it no longer sells data.

Mother's little helper page 2



Is British humour cracking up over Brexit?

FT WEEKEND MAGAZINE

Day of reckoning for social media

BIG READ



The secret life of an armchair trader FT MONEY



## The scream Climate strike by global youth

Schoolchildren march through the centre of Cambridge yesterday to take part in a "die-in" climate change protest, joining demonstrators across Britain and internationally.

Central London was brought to a standstill in the third mass protest in as many months and hundreds of students marched past Downing Street chanting: "Theresa May, hear us say, climate change is here to stay."

The protests came as the Extinction Rebellion group gears up to gridlock the UK capital again on Monday morning, with offshoots in cities across Europe and the US carrying out similar actions. Rebels with a cause See Magazine



Stefan Rousseau/PA

## Hammond warns end of austerity hinges on success of May's Brexit deal

CHRIS GILES — WASHINGTON

Chancellor Philip Hammond has warned he would have to delay a much-heralded end to austerity if MPs failed to approve Theresa May's Brexit deal.

The hold-up on Brexit was also hampering the search for a Bank of England governor to succeed Mark Carney next year, he said.

The government has been keen to turn the spending taps back on for stretched public services after a decade of cuts. But Mr Hammond said continued Brexit uncertainty had diverted it from a spending review that was billed in his Spring Statement as "the road out of austerity".

EU leaders gave the UK a Brexit delay until October 31 this week, but the prime minister is continuing to seek

approval of her exit deal in time to leave the bloc next month.

Speaking while attending the International Monetary Fund's spring meetings in Washington, Mr Hammond said the three-year budgets for government departments and local authorities that the Treasury had hoped to finalise over the summer — and present in his autumn Budget — were now in jeopardy.

"If we don't have a [Brexit] deal done, the level of uncertainty that will remain probably makes it inappropriate to do a long-term spending review," he said.

Instead, the Treasury would be forced to give a short extension of existing spending plans, which would not allow the government to decide how to allocate funds earmarked to end austerity.

Mr Hammond said departments' preparations for the possibility of the UK leaving the EU without an agree-

ment had distracted them from work on the spending review.

"Huge areas of the civil service have been focusing on no-deal preparations," he said. "Some of the preparatory work that would normally have been done in departments may not have been done or may not be as advanced as would otherwise be the case."

On Mr Carney, the chancellor insisted there was no chance of the governor staying on beyond his scheduled departure date of January 2020. "There may be some candidates who might be deterred from application because of the political debate around Brexit, which the governor of the BoE cannot avoid being part of."

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Sunderland left weary page 3  
Farage is back page 4  
Camilla Cavendish page 14



## Chevron's \$50bn swoop fires up US oil shake-out

Consolidation in the US oil industry has taken its biggest step forward with Chevron's agreed \$50bn deal to buy independent Anadarko. The swoop will boost Chevron's position in US shale production in the Permian Basin, which it has made a priority. One expert said Chevron would become a fourth 'ultramajor', alongside ExxonMobil, BP and Shell as the gap grows between the biggest global groups and the rest.

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### World Markets

STOCK MARKETS				CURRENCIES				INTEREST RATES					
	Apr 12	prev	%chg	Apr 12	prev	Apr 12	prev	price	yield	chg			
S&P 500	2901.28	2888.32	0.45	\$ per €	1.131	1.127	€ per \$	0.763	0.764	US Gov 10 yr	123.32	2.55	0.05
Nasdaq Composite	7967.16	7947.36	0.25	\$ per £	1.310	1.309	€ per £	1.158	1.161	UK Gov 10 yr	144.55	1.21	0.06
Dow Jones Ind	26351.67	26143.05	0.80	£ per €	0.864	0.862	¥ per €	126.683	125.671	Ger Gov 10 yr	145.03	0.06	0.07
FTSEurofirst 300	1523.40	1521.22	0.14	¥ per \$	111.970	111.480	£ index	79.612	79.686	Jpn Gov 10 yr	119.18	-0.05	0.01
Euro Stoxx 50	3448.46	3435.34	0.38	¥ per £	146.692	145.878	SFr per £	1.312	1.312	US Gov 30 yr	96.30	2.96	0.05
FTSE 100	7437.06	7417.95	0.26	SFr per €	1.133	1.130	€ per \$	0.884	0.887	Ger Gov 2 yr	101.25	-0.56	0.02
FTSE All-Share	4069.90	4057.76	0.30	COMMODITIES					price	prev	chg		
CAC 40	5502.70	5485.71	0.31					Fed Funds Eff	2.41	2.40	0.01		
Xetra Dax	11999.93	11935.20	0.54					US 3m Bills	2.43	2.43	0.00		
Nikkei	21870.56	21711.38	0.73					Euro Libor 3m	-0.35	-0.36	0.01		
Hang Seng	29909.76	29839.45	0.24					UK 3m	0.83	0.82	0.00		
MSCI World \$	2147.61	2147.99	-0.02										
MSCI EM \$	1087.49	1096.05	-0.78										
MSCI ACWI \$	518.70	519.26	-0.11										

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Design

# The fun of the furniture fair: Salone del Mobile Milan review

The interiors showcase offers sculptural lighting, new collaborations and designers to watch



'Carousel of Light' installation by Preciosa at Salone del Mobile, Milan

**Maria Crawford** APRIL 11, 2019

Milan has been playing host to its [annual design week](#), and the FT visited the lighting companies at EuroLuce, the gargantuan furniture fair at Rho Fiera and the innovative designers aged under 35 taking part in Salone Satellite.

We picked out some of the most innovative and promising designs.

## EuroLuce

### Preciosa: Siren by Dima Loginoff, £620



Siren table lamp, designed by Dima Loginoff for Preciosa

Among new offerings was Siren, a playful table lamp shaped like an inverted bell with a silvery graphite base and a shade in clear, frosted red, amber or orange glass. Preciosa's stand was one of the most striking, with the "Carousel of Light" installation at its centre. Suspended above a rotating platform, nearly 8,000 pastel-coloured crystal globes light up and dim in response to the movement of people below.

It is the latest of the Czech brand's ventures into interactive lighting; previous installations have responded to the clink of a glass or a breath of air from the observer. [preciosa.com](http://preciosa.com)



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House&amp;Home

## Style and substance

**Design** | Milan's design week is the showcase for innovative items, from lighting to furniture. Here are some of the most striking. By *Maria Crawford*

Milan has been playing host to its annual design week, and the FT visited the lighting companies at Euroluca, the gargantuan furniture fair at Rho Fiera and the innovative designers aged under 35 taking part in Salone Satellite. We picked out some of the most innovative and promising designs.

### Euroluca

**Louis Poulsen:** OE Quasi light by Olafur Eliasson, approx €12,000  
Louis Poulsen unveiled OE Quasi, a new work by Olafur Eliasson. A geometric pendant, with a glowing white inner structure, is encased by a dark outer frame shaped as an icosahedron (20 faces and 12 vertices). The frame, where LED lights are embedded, is made from 90 per cent recycled aluminium. As the lights illuminate the pale interior the

whole structure creates a different formation depending on where you stand. [louispoulsen.com](http://louispoulsen.com)

**Preciosa:** Siren by Dima Loginoff, £620

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**Paolo Castelli:** Golden Cloud and Joy chandeliers

Based in Emilia, near Bologna, Paolo Castelli showed lights that do not have to be lit to be enjoyed. Its sculptural Joy pendant (€3,200 wall lamp, €4,800 pendant) links golden rings and jewel-like balls to create an acrobatic effect while the Golden Cloud chandelier has delicate lights diffused through golden-amber coloured glass (€19,500). [paolocastelli.com](http://paolocastelli.com)

◀ **Smalto table** by Edward Barber & Jay Osgerby for Knoll



▲ 'Carousel of Light' installation by Preciosa



▶ **KION table** by Tobias Gross for Tecta's BauhausNowhaus

**Salviati:** Ferai, €1,200 to €2,200, and Selva, €7,500

Salviati showed pieces inspired by Venetian tradition. Selva is based on the fishing cages used in lagoons while Ferai takes its name and one of its designs from old gas lamps in Venice, as well as the *bolleggeri*, the people who used to light them. [salviati.com](http://salviati.com)

**Tobias Grau:** Salt & Pepper portable light, €334

One of the more practical pieces was

the Salt & Pepper light by German brand Tobias Grau. Made from aluminium but with a ceramic-like finish, the light is battery-powered and would not look out of place at an evening picnic. [tobiasgrau.com](http://tobiasgrau.com)

### Furniture at Rho Fiera

**Natuzzi:** Ergo by Ross Lovegrove

When it comes to new collaborations between prestigious brands and hot

▶ **Ferai table lamp** by Salviati



◀ **Re.Bean Coffee Stool** by Kristen Wang

designers, Milan's design tourists are spoiled for choice. One of the most noteworthy was Ergo by Ross Lovegrove. Part of Natuzzi's Mother Earth concept, Lovegrove's bedroom furniture in bent wood rises from the ground with a primal spontaneity – the screens surrounding the bed were reminiscent of an

