



Synthetic Data Service Service Definition G Cloud 15

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1. Introduction

1.1. Purpose

This document is intended to provide a high-level overview of Principle One's Synthetic Data service for G Cloud 15. For more detailed information, please contact enquiries@principleone.co.uk.

1.2. Principle One Overview

Principle One was founded in 2018 with a strong focus on supporting public sector clients in harnessing cloud capability to address the challenges of an increasingly complex operational environment. Our customers range from UK Law Enforcement, Justice and National Security through to Health and broader government programmes.

We work with our client to deliver their core mission outcomes, helping them to experiment, innovate and continually improve their capabilities.

Since our launch, we have built a strong reputation for deep domain knowledge, a collaborative approach and partnership working. Providing a broad range of services from systems engineering and architecture to business and programme delivery and can draw on a long track record of supporting large scale government change programmes from conception through to delivery.

We work with a diverse range of government organisations, including the Home Office, the National Crime Agency and National Health Service; we are also part of the Vivace community working across a range of government clients through the Home Office's Accelerated Capability Environment (ACE).

1.3. Our Services

Principle One provides a broad range of services to public sector customers which include:

- AI Adoption Service;
- Business Analysis and Product Management Service;
- Business Design and Change Support Service;
- Cloud Software Engineering Service;
- Data Architecture and Engineering Service;
- Delivery Management Support Service;
- Discovery and Proof of Concept Service;
- Portfolio Management Service;
- Solutions Architecture and Technical Architecture Service;
- Synthetic Data Service.

2. Synthetic Data

2.1. Service outline

Principle One provides a synthetic data capability that is capable of generating large quantities of coherent, comprehensive and representative datasets for testing, training and experimentation. Primarily developed in support of our law enforcement customers, the service supported the large-scale generation of structured, unstructured and multimedia data sources that are representative of the large volumes of digital data generated today.

The capability consists of synthetic 'agents' navigating a virtual environment which reflects the complexity, volume and nuances of the real world, modelling the digital footprint each individual creates. A 'ground truth' of agent actions is generated to enable testing and comparison of different data sources that would result from this activity. This is combined with a realistic digital twin of the UK, integrating road network, Wi-Fi hotspots, cell-mast data, ANPR cameras and thousands of commercial venues, to generate data including locations, social media, communications and messages, reports, imagery, CCTV and many more.

Data generation is typically based around a bespoke scenario, in which virtual agents participate in key events to generate data, allowing for testing of new analytical tools (including AI tools) however we can also generate scenario agnostic, non-event driven data based on demographic profiles.

We have a number of options for providing synthetic data, either as a one-off service or on an ongoing basis. This can simply include the provision of output data, or can include the provision of a tailored data generation toolset which would provide ownership of the technology for ongoing data generation and development. The service is based on a growing catalogue of different scenarios (for instance the generation of social media images using Deepfake capabilities or the generation of the financial transactions from a money laundering scenario) which enables us to rapidly tailor datasets to customer requirements.

For new scenarios and data types, we undertake discovery and proof of concept development before creating a bespoke output, either as a standalone service or combined with the previous options.

Our synthetic data tooling uses a wide range of technologies, including the latest generative AI models and we constantly review and update our tooling to deploy cutting-edge capabilities to generate data.

2.2. Service Features

- Sector specific SMEs who understand data realism.
- Synthetic Data transformation into ingestible formats.
- Consistency across multiple linked datasets.
- Bespoke generation of data to meet requirements.
- 'Narrative' running through the data to aid analysis.
- Surrounding noise data masking key data points, for realism.
- Data Science SMEs to adapt the capability for your requirements.
- Wide variety of structured and unstructured data options.
- Includes tabular, free-text, imagery, video and audio.
- Combination of leading AI models, probabilistic algorithms and open-source frameworks.

2.3. Service Benefits

- Completely non-sensitive data for testing/training.
- Removes the need for DPA/DPIA during test and validation phases.
- Data relevance is ensured through underpinning synthetic scenarios.
- Ability to train staff safely using realistic data.
- Ability to easily share data with industry and academia.
- Avoids data privacy concerns.
- Highly scalable, with tunable data quantity.
- Off-the-shelf datasets if desired.
- Security cleared resources with wide experience of sensitive data.
- Adaptable to bespoke customer scenarios/requirements.

3. Project Engagement

3.1. Order Process

Each customer receives dedicated account management, project management and technical SME support.

These resources will work together with the customer and key stakeholders to establish the scope, deliverables, duration, value and any other relevant terms of each project, which will be used to agree the G Cloud contractual order form (see Digital Marketplace for full guidance on the supplier assessment and contract award process).

3.2. Project Implementation

On contract award Principle One will hold a kick-off meeting with the customer to establish a prioritised set of activities for the engagement. This

will include gaining a detailed understanding of timescales including key milestones, deliverables and outputs.

We will then refine a detailed project plan with the customer, tailored to the agreed delivery methodology and toolsets.

At the outset of the engagement Principle One will also agree an appropriate oversight and governance schedule with the customer. This will include any reporting requirements and establishing suitable regular checkpoints with a senior Principle One delivery resource to check on progress and satisfaction.

3.3. Performance, Support and Service Constraints

Principle One will work with the customer at from the outset of the project definition stage to agree the appropriate support levels for each engagement. Each customer receives dedicated account management, project management and technical SME support.

Customers will be given contact details for a lead team contact e.g. Lead Developer / Technical Architect, an Engagement lead for general communication, commercial support and raising of questions or issues. Standard response times would be one working day, however any particular response times required would be agreed at the start of each project.

We will monitor delivery through our established assurance processes. We will also set up regular contact with the customer to get feedback and assess satisfaction, with escalation processes established to rapidly resolve issues if required.

Principle One will work with each customer to define any constraints of the particular service being provided.

3.4. Additional Service Elements

On-boarding and off-boarding, data backup and restoration and disaster recovery are not core parts of this service. We will plan any such activity with the customer on a project by project basis.

Information such as Principle One's Business Continuity Plan is available on request.

4. Further Information

4.1. Clearance and Security

All Principle One resources hold security clearance, ranging from BPSS through to NPPV3, SC and DV.

Principle One's Information Security Policy and the broader set of information security policies and guidelines are set out in alignment with National Cyber Security Centre (NCSC) guidelines and industry best practice. We are accredited to Cyber Essentials Plus, the UK Government scheme to reduce cyber vulnerability in businesses and organisation and hold ISO 9001, 14001, 20000 and 27001.

Our Information Security Policy is available on request.

4.2. Pricing, Invoicing and Commercial Terms

4.2.1. Pricing

All pricing for this service is based on our G Cloud 15 rate card, which is available on the Digital Marketplace.

4.2.2. Invoicing

Invoicing is carried out on standard 30 day terms.

4.2.3. Termination

Termination terms are as defined in our standard Terms and Conditions, which can be found on the Digital Marketplace for G Cloud 15.

5. Contact Details

For further information please contact enquiries@principleone.co.uk.