

Department of Energy Security & Net Zero's

UK Emissions Trading Scheme Evaluation

Prepared by Winning Moves

Privacy Notice

Important details

Established in 1995, Winning Moves Ltd undertakes research and evaluation for government, publicly funded and other organisations. We primarily operate as a Data Processor – however, on occasion, we may operate as Data Controller (either singularly or joint) depending on the nature of our work.

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- Information Commissioner Office Registration no | Z6399957

Our commitment to your Privacy

Winning Moves Ltd takes your privacy very seriously and we are committed to protecting your personal information and the information you provide whilst conducting research with us. Please read this Privacy Notice carefully and contact us with any questions.

We are committed to meeting the following laws, codes and standards:

- The UK General Data Protection Regulation (GDPR)
- Data Protection Act 2018
- Market Research Society's (MRS) Code of Conduct
- ISO 20252 – the International Quality Standard for Market, Opinion and Social Research

As a Market Research Society Company Partner, you can trust that your personal information will be treated with respect, and it will only be used for the purposes that we have informed you about. It is not our aim to sell or promote anything. We conduct market research using scientific methods and we commit, in obtaining your co-operation, not to mislead you about the nature of the research or how the findings will be used. Your responses will be treated as confidential unless you consent to being identified.

You can verify that we are a bona fide market research consultancy by contacting the Market Research Society (MRS) on freephone 0500 396 999.

Processing Purposes

Winning Moves Ltd processes personal data for the purposes of undertaking independent research and evaluation. This is most often on behalf of another/other organisation(s), when they have a need for their research to be conducted independently, or because we have specific expertise or resource that is required.

This privacy notice has been curated specifically for the purposes of informing you about how your personal data will be processed for the evaluation of UK Emissions Trading Scheme (UK ETS).

Winning Moves is part of a third party evaluator consortium, led by CAG Consultants and commissioned by the Department for Energy Security and Net Zero (DESNZ) to evaluate the effectiveness of the UK Emissions Trading Scheme. The purpose of the evaluation is to determine the extent to which the scheme was launched, and is being delivered, as intended, to develop insight and evidence into the outcomes of the UK ETS in terms of participants behaviours (e.g. in terms of trading strategies) and the emerging UK carbon market and to evaluate the impact of the scheme in terms of its contribution to greenhouse gas emissions (GHG), and the extent to which the scheme is associated with carbon leakage.

For the purposes of this evaluation and under this Privacy Notice, DESNZ is the Data Controller (Controller) and Winning Moves is the Data Processor (Processor).

Information we collect

You have been invited to take part in this evaluation as a registrant of UK ETS. We will only collect or store personal data about you that is relevant to the purpose of this evaluation.

The specific data we will be looking to process for this project will be:

Simple data - e.g Name and contact information

Behavioural Data – e.g your views and opinions

How we look after your information

We will protect the confidentiality of your information in accordance with our normal data handling procedures and all legal requirements. We will not use it for any purposes other than those which are set out in the surveys and in this Notice. We are committed to keeping personal data secure and take all reasonable technical and organisational measures to protect personal data from loss, misuse or alteration. Only authorised Winning Moves employees and contractors or partners carrying out authorised business functions are allowed to access data held by us.

The legal bases used for processing your personal information

The GDPR requires us to rely on one or more lawful bases to process your personal information. These are outlined below;

1. The Controller has securely shared your registration details with us for the purposes of evaluation and using the legal basis '**Public Task**'. This Privacy Notice builds on the information provided to you during your registration: <https://view-emissions-trading-registry.service.gov.uk/privacy/>
2. When inviting you to participate in an evaluation survey, we will seek you explicit '**Consent**' for us to use your personal information in a specific way. Informed consent is always collected by way of an affirmative action such as selecting 'next' to continue with a survey, a recorded verbal agreement when taking part in an interview, or an agreement in writing indicating that you would like to proceed with the research.

How we use your information

The information we process, which may include your personal data, will be used in the following ways:

- For market and social research purposes: this includes carrying out analysis and producing reports on behalf of the client who has commissioned the evaluation
- For quality control purposes: we may telephone you to validate your responses;
- Provided you have given consent, to recontact you about follow-up research.

DESNZ require the results of the evaluation shared with them in both an anonymised format (with all identifiers and personal data removed), and a non-anonymised format. This means that your personal data will be removed, but other identifiers (such as organisations name) will be included. It is possible that individuals could be identified and survey data may be linked with data held by DESNZ.

Your data would not be used for any other purpose. DESNZ would also process the personal information as set out in this Privacy Policy and as permitted by the UK's Data Protection Act/laws.

Where do we process and store your information?

We will store and process your information within the UK or the European Economic Area (EEA).

How long do we keep your personal information for?

Your personal data processed by us for this evaluation will be disposed of no later than 3 months from project closure, after DESNZ has signed off on the final report. We expect this to be by March 2026, if you have consented for your personal data to be shared with DESNZ.

What are your rights?

Co-operation in research is voluntary at all times regardless of what the survey is about or who our client is. You are entitled at any stage to ask that your personal data, or part or all of the record of your survey responses, be destroyed or deleted and we will carry out such a request. This can be requested during the interview itself or afterwards. You have the right to access any personal data that we process relating to you. We may ask for verification of your identity before releasing any information to you.

You also have the right to lodge complaints about data protection issues with the information Commissioners Office – <https://ico.org.uk>

Our EU Representative

In accordance with requirements under Article 27 of GDPR, Winning Moves has appointed an EU Representative. Our EU Representative is Fitzen consulting LTD t/a The Discovery Partnership, Floor 2 @IBM, The Atrium Building, Blackpool Business Park, Blackpool, Cork, Ireland.

Our Privacy Notice

We may revise or update this Notice from time to time to reflect changes in our activities, or for other purposes. Any updates will be posted on this page. Please revisit this policy each time you consider providing us with personal information. This Notice was last updated on 23rd March 2023, for the purpose of the UK ETS Evaluation.

To contact us about any aspect of this Notice, or to exercise your data rights, please write to dataprotection@winningmoves.com.