

# BEIS / EST Energy Advice Service Topic Guide

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.

- Company number | 03069806
- Address | Winning Moves, 102 Colmore Row, Birmingham, B3 3AG, England
- Phone | 0121 285 3800
- Email | [info@winningmoves.com](mailto:info@winningmoves.com)
- 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. However, on occasion Winning Moves also conducts its own research.

This privacy notice has been curated specifically for the project you are involved with. Winning Moves have been commissioned to conduct this research by Energy Savings Trust, for the purpose of identifying and evaluating, individuals who have been recognised as hard to reach or digitally excluded, on behalf of the end client Department of Business, Energy and Industrial Strategy (DBEIS), to determine and test optimal ways to provide them with energy saving information in their homes.

## Information we collect

You have been invited to take part in this research and have been introduced to Winning Moves by an organisation familiar to yourself, whom;

1. Has agreed to support us in our research and/or
2. Who has invited you to participate in these interviews

We will only collect or store personal data about you that is relevant to the purpose of the survey / research exercise you have participated in.

The specific data will be looking to collate for this project will be:

Simple data - e.g Name and contact information

Behavioural Data – e.g your views and opinions

Financial Data – eg your income

Sensitive personal information – e.g your ethnicity, disability status

## 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.

## How we use your information

The information we collect, 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 survey;
- For quality control purposes: we may telephone you to validate your responses;
- To provide you with incentives (if relevant);
- Provided you have given consent, to recontact you about follow-up research.

Results will usually be reported back to our clients in an anonymised and aggregated format.

We may share your data with a third party purely for the purpose of delivering a function on our behalf. They will have access to personal information to perform the function, but will not use it for any other purpose. They must also process the personal information as set out in this Privacy Policy and as permitted by the UK's Data Protection Act/laws.

## 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. This is outlined below;

1. Where you have provided your **consent** for us to use your personal information in a specific way. For example: you have consented to take part in a survey; or you have consented to us sending you an incentive; or you have consented to us attributing your opinion to the client. 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.

## Where do we process and store your information?

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

## How long do we keep your personal information for?

Personal data that you share with us will be disposed of no longer than 6 months from project closure, after EST/BEIS sign off on the final report.

## 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 in January 2023, for the purpose of the Energy Savings Advice project.

To contact us about any aspect of this Notice, or to exercise your data rights, please write to [dataprotection@winningmoves.com](mailto:dataprotection@winningmoves.com).