

# Privacy Notice for Phase 3 of the Public Sector Decarbonisation Scheme (PSDS) Evaluation



## Important details about Winning Moves

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 jointly) 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's 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 relevant laws, codes, registrations and standards



The UK General Data Protection Regulation (GDPR)



Data Protection Act 2018

Data Protection Act 2018



Market Research Society (MRS) Code of Conduct



ISO20252:2019 – the International Quality Standard for Market, Opinion and Social Research



Information Commissioner's Office Registration no | Z6399957



Cyber Essentials

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

## Purpose

### Background

The Department for Energy Security and Net Zero (The Department) require a robust evaluation of the Public Sector Decarbonisation Scheme (PSDS) to determine the extent to which it enabled public sector decarbonisation, and its impact on carbon emissions, as well as any impacts on the supply chain. The scope of the evaluation includes consideration of the role of the Low Carbon Skills Fund (LCSF) in supporting the development of heat decarbonisation plans, its role in addressing capacity and capability constraints and how well, or otherwise, it has worked together with the PSDS. Winning Moves Ltd has been contracted by The Department to evaluate the scheme, which is in phase 3 of delivery. We are leading a consortium of other specialists including UCL and CAG consultants for the purpose of this evaluation.

### Data controller and data processors

For the purposes of this project:

1. The Department is the data controller
2. Winning Moves Ltd is the data processor
3. UCL and CAG are also data processors (UCL are not required to process any personal data)

### Type of data that will be processed

The following categories of personal data will be provided to or processed by Winning Moves Ltd:

- > Simple data: contact names of individuals, e-mail addresses, telephone numbers, job titles, organisation names and details of PSDS / LCSF projects the organisation is involved in
- > Behavioural data: opinions of PSDS / LCSF and how respondents have interacted with PSDS / LCSF.

For clarity, sensitive personal data is not to be processed.

### How we get the personal data we process

Most of your personal information is provided through the following ways:

We have obtained your contact details in one of two ways:

1. Your contact details may have been supplied by The Department.
  - a. This includes contact information for public sector organisations who have participated in the schemes (LCSF and PSDS), those that applied but didn't participate, installers and contractors involved in the delivery of PSDS and LCSF and consultants, organisations and government that support the delivery of the schemes.
  - b. This also includes public sector organisations that were eligible but did not apply to the PSDS and LCSF schemes and will also collate contact details of relevant supply chains for the PSDS and LCSF schemes.
2. Your contact details may have been supplied to us by others participating in this research, as organisations who are relevant to approach.

There will be additional personal data collected through surveying from all those being interviewed, for which explicit consent will be sought.

### The legal bases for processing your personal data

Under the UK General Data Protection Regulation (UK GDPR), the lawful basis we rely on for processing this information is public task: your contact details were shared with us by The Department as they require us to process your personal data to perform a public task. In this instance, processing of personal information is required in order to effectively evaluate the PSDS scheme. Processing includes the processing of data from public sector organisations who have participated in the scheme.

The additional personal data we collect during interviewing will be under the lawful basis of consent as explicit consent will be obtained prior to commencing any interview.

You can withdraw your consent at any time by informing the interviewer or emailing [dataprotection@winningmoves.com](mailto:dataprotection@winningmoves.com)

### How we will use your personal data

- > Interview data (from qualitative and quantitative research) will be anonymised before analysis and before any findings are shared with The Department. For clarity, non-anonymised data is not to be shared with The Department.
- > For quality control purposes: we may telephone you to validate your responses.
- > Provided you have given consent, we may recontact you about follow-up research.
- > Results will be reported back to our client in an anonymised format.

### Will we share your personal data?

Your personal data will not be shared with any third parties except our sub-processors who may carry out some of the processing on Winning Moves' behalf, and under Winning Moves control. An example of this might include the service provider who hosts our survey platform, IdSurvey.

Any third party must process the personal information as set out in this Privacy Policy and as permitted by the UK's Data Protection Act/laws.

### How we will keep your personal data

Your information will be securely stored. 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 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.

We will hold your personal information on our systems for twelve months following completion of the project (which we anticipate being March 2027). It will only be held for as long as necessary to provide research services to our clients, and will anonymise data where possible, securely deleting personal data associated with it at the earliest possible point.

### Where your personal data will be processed

Your data will not be transferred or stored outside the UK or European Economic Area.

## Your Rights

Co-operation in research is voluntary at all times regardless of what the research 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.

### How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us:

#### Phone

0121 285 3800

#### Email

[dataprotection@winningmoves.com](mailto:dataprotection@winningmoves.com)

#### Address

Winning Moves Ltd  
102 Colmore Row  
Birmingham  
B3 3AG

You can also complain to the ICO if you are unhappy with how we have used your data:

#### Phone

0303 123 1113

#### Website

<https://www.ico.org.uk>

#### Address

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF