

Privacy Notice for Consumer Advice and Information (CAI) Programme 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.

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- Email | 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



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 (DESNZ) commissioned Winning Moves (in conjunction with Energy Saving Trust) to evaluate its Consumer Advice and Information (CAI) Programme. The programme aims to ensure that private householders have access to independent and government-endorsed advice about energy efficient home upgrades. The multi-channel advice service provides online information tools, a 'digital assist' phone line service for digitally excluded households ('Phoneline') and Local Energy Advice Demonstration ("LEAD") projects.

The evaluation aims to help DESNZ understand how the CAI Programme:

- Has been delivered and received by its users
- Has achieved its intended objectives
- Represented value for money to the public purse.

To effectively carry out the evaluation, Winning Moves (WM) in partnership with Energy Saving Trust (EST) and Brook Lyndhurst need to process the personal data of:

- Some of the UK householders who have sought energy advice from LEAD projects and / or used the Phoneline service.
- Some of the stakeholders involved in the management and delivery of the CAI programme.

Data controller and data processors

For the purposes of this project:

- ***The Department for Energy Security and Net Zero is the data controller***
- ***Winning Moves is the data processor***
- ***Energy Saving Trust and Brook Lyndhurst are also data processors.***

Type of data that will be processed

For this project, we will process the following types of personal data:

- Simple data including your name, email address, telephone number. Additionally for Stakeholders, we will process your job title and organisation name.
- Behavioural data including your experience with / thoughts / opinions / feedback on the Programme.
- Special category data including your ethnicity, health and disability data.

How we get the personal data we process

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

- Most of the data to be processed, except 'behavioural data' (detailed above) will be shared securely with Winning Moves by DESNZ as 'programme related data' that The Department holds. This includes 'special category data'.
- LEAD projects will securely share with us householder contact details who are interested in participating in the video diary research where you have given explicit consent for them to do so.
- 'Behavioural data' will be obtained directly from data subjects during primary research e.g. interviews and / or video diary research.
- 'Special category data' may also be obtained through interviews and / or the video diary research.

The legal bases for processing your personal data

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

- 1) The sharing of *LEAD* contact data and stakeholder contact data to WM by DESNZ is covered by 'public task' (so that DESNZ can understand the efficacy of public spending) and included on the Local Energy Advice Demonstration Privacy Notice which can be found here - [Local Energy Advice Demonstration \(LEAD\) projects: privacy notice - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/90123/Local_Energy_Advice_Demonstration_(LEAD)_projects_privacy_notice_-_GOV.UK_(www.gov.uk).pdf);
- 2) The sharing of *Phoneline* contact data to WM by DESNZ is covered by 'consent' as explicit opt in to the evaluation is requested at the time of providing the advice.
- 3) The processing of 'beliefs and opinions' is covered by 'consent' as we explicitly seek consent ahead of commencing with any primary research.

How we will use your personal data

Your personal data may be used in the following ways:

- For market and social research purposes: this includes carrying out analysis and producing reports on behalf of, and for, the client who has commissioned the survey. Your data will be aggregated and anonymised before being analysed and reported on.
- To link survey responses with video diary findings for those who participated in the video ethnography study.
- To link survey responses with monitoring data provided by the LEADs to build a fuller picture of the effectiveness of the advice services accessed.
- For those participating in the video diaries, your data may be used in the following ways – **however, explicit consent will be sought from you ahead of doing:**
 - Views (e.g. opinions) or images (e.g. video stills) may be included in project outputs which would be shared with DESNZ and published on the website .gov.uk in due course – however, these would be anonymised so you could not be identified. And / or:
 - Views (e.g. opinions) or images (e.g. video stills) may be shared with LEAD projects and DESNZ in an attributable way, which might identify you. And/or:
 - Video content may be edited together to produce a video output and published on the website gov.uk to (for example) help others make energy efficient improvements to their homes. Every effort would be made to keep content anonymous in terms of individual or LEAD project.
- For quality control purposes: we may telephone you to validate your responses;
- To provide you with incentives (where you have consented for us to do so);
- Provided you have given consent, to recontact you about follow-up or linked research.

There will be no automated profiling taking place.

Will we share your personal data?

Your personal data will be shared with the following third parties:

- Our evaluation partners: Energy Saving Trust and Brook Lyndhurst.
- Where video diary participants have consented (see above), you may be identified from personal data shared with DESNZ and/or LEAD projects.
- Our sub-processors who may carry out some of the processing on Winning Moves' behalf, and under Winning Moves control, for example:
 - The service provider who hosts our survey platform, IdSurvey.
 - Microsoft 365 cloud servers which we use for document storage.
 - The platform we use for ethnography purposes – Indeemo.
 - Secure data transfer platforms, like Egress Switch, which The Department uses to transfer programme data to WM.
- 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.

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.

The length of time we hold your personal information varies depending upon the type of information and its use. We will hold your personal information on our systems only 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. For this project, we intend to keep all your personal data for six months following completion of the project – which we expect to be July 2025. We will then dispose your information by secure digital deletion.

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 always voluntary 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 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	Email	Address
0121 285 3800	dataprotection@winningmoves.com	Winning Moves 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	Website	Address
0303 123 1113	https://www.ico.org.uk	Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF