

Privacy Notice for National Buildings Database



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 joint) depending on the nature of our work.

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- > Email | 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 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 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 government is developing a detailed inventory of all the buildings in Great Britain. This will include all domestic buildings (houses and flats) and non-domestic buildings (offices, shops, warehouses, schools, hospitals, to name a few). The database will include information such as the size, age, construction and energy performance of each building. The completed database will be used for research into energy use and carbon emissions to inform government strategy and policy to help:

- > Improve energy efficiency to reduce energy costs
- > Examine practical approaches to low carbon retrofitting
- > Investigate the potential for integrating low carbon and renewable energy technologies

For the database to be effective, it will need to accurately represent the physical form of each building and what energy equipment is used in it, as well as faithfully reflect the way different types of buildings are used to provide work, education, healthcare, entertainment and many other activities. To this end, **The Department of Energy Security and Net Zero (The Department)** has commissioned a consortium led by **University College London Consultants (UCLC)** and including **Winning Moves** and **Verco** to gather existing data on the building stock in Great Britain and to supplement it with information from a sample of buildings in each of the of non-domestic buildings assets classes (data on housing is already collected through regular national surveys). This will be achieved by a large-scale business survey as well as undertaking some in-person building audits. Prior to this, to better understand how best to engage with the businesses and buildings represented, Winning Moves has explored sector specific needs through a series of stakeholder workshops with organisations representing the sectors of interest.

Data controller and data processors

For the purposes of this project:

1. The Department of Energy Security and Net Zero is the data controller
2. Winning Moves is the data processor
3. UCL and Verco are also data processors

Type of data that will be processed

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

1. *Simple data* including your name, email address, organisation name, organisation address, telephone number, role in the business.
2. *Behavioural data* including details about your building, such as how you use your building and energy efficiency activity undertaken or support used.

We might also ask you to recommend or share details of individuals, or organisations who we can contact about this research. This will be entirely optional.

How we get the personal data we process

Your personal contact information may have been obtained through one of the following ways:

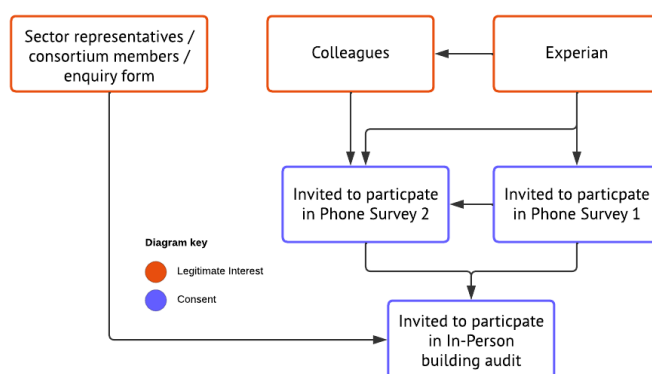
1. You submitting an enquiry through the microsite www.nationalbuildingsdatabase.org and providing your contact details for us to respond to you.
2. Provided by your colleague(s) / others in your organisation as an appropriate person to invite to participate in the research.
3. Being known contacts of consortium members or sector representatives engaged in the stakeholder workshops.
4. From Experian: a commercial database provider and supplied under the lawful basis of Legitimate Interest. The Privacy Notice that relates to contact data provided by Experian can be found here: <https://www.experian.co.uk/business-information/marketing-transparency-notice>
5. Additional personal information, including opinions and behaviour will be collected through the business survey itself, or during the conversation inviting you to participate in the in-person building audit.

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. **Consent:** we will explicitly seek your consent to participate in this research. During the business survey and in-person building audit recruitment conversation, we will collect and process additional personal data. Your explicit consent will be obtained prior to your participation and you can withdraw your consent at any time by informing the researcher.
2. **Legitimate interest:** the processing of your contact details falls under 'legitimate interest'. If your contact details have been provided by yourself, Experian, your colleagues, consortium members, or shared by sector representatives this processing falls under the lawful basis of legitimate interest. This is because the results of this work will provide an invaluable resource to government, industry and sector organisations. Individual building owners, occupiers and managers will be able to place their buildings in a broader context and benefit from more accurate, up-to-date and relevant energy and carbon benchmarks. Therefore there is a legitimate interest in us processing your data to facilitate this.

The diagram below depicts sources of personal data and associated lawful bases.



How we will use your personal data

Your personal data will be used in the following ways:

- > All telephone calls (including interviews and conversations introducing the work to you) will be audio recorded for training and monitoring purposes. All recordings are stored securely on UK servers and deleted automatically after 6 months.
- > The data you provide to us will be aggregated and reported anonymously to UCL for the purposes of informing the development of the database. The data from the surveys will not be included in the database. Prior to sharing with UCL, we will remove all personal identifiers (e.g. your name). However, data from Phone Survey 2 will also include your job title. Non-personal data you provide (which might include your organisation's name) will be linked via a unique reference number to building data held by UCL. The database will then be shared with the Department on completion of the project. For clarity, it will not contain the survey data.
- > Provided you have given consent to participate, we will share your personal data with Verco who are conducting the in-person building audits.
- > Provided you have given consent, to recontact you about this or follow-up research.

Will we share your personal data?

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

- > UCL will receive details about your organisation's activity linked to the business identifier. Therefore, UCL will receive related, but non-personal data in order to build the database in all cases except for

Phone Survey 2, where we will also share 'job title'. It is therefore possible, that responses could be attributed to individuals (through inference) in a small minority of cases.

- > Verco will securely receive personal details of those consenting to participate in the in-person building audits, as Verco are conducting this phase of the research.
- > 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.
- > Our sub-processors who may carry out some of the processing on Winning Moves' behalf, and under Winning Moves control. These include but are not limited to:
 - o IdSurvey, our survey platform provider.
 - o Microsoft: our business software application provider
 - o CircleLoop: our VOIP platform provider.

For clarification, The Department will not receive any personal data.

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 personal data for six months following completion of the project (anticipated to be Autumn 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 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	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
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0303 123 1113

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

Information Commissioner's Office
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Water Lane
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SK9 5AF