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## PRIVACY NOTICE

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### BACKGROUND:

Utility Advice Company Limited understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our customers and agents, and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

#### 1. Information About Us

Utility Advice Company Limited .

Limited Company registered in England under company number 11841515

Kemp House, 160 City Road, London, EC1V 2NX

Data Protection Officer: Matthew Finn.

Email address: [data@utilityadvicecompany.co.uk](mailto:data@utilityadvicecompany.co.uk).

Telephone number: 0330 090 4540.

Postal address: Kemp House, 160 City Road, London, EC1V 2NX.

#### 2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

#### 3. What Is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

#### 4. What Are My Rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.

- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 11 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. We would welcome the opportunity to resolve your concerns ourselves, however, so please contact us first, using the details in Part 11.

## 5. What Personal Data Do You Collect and How?

Depending upon your use of Our Site, we may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table.

Data Collected	How We Collect the Data
Personal Information including title, first name, surname, email address, telephone number, mobile number, and address; and any other personal data you provide us with	Online forms, Trade Shows and Exhibitions, Direct Inbound Enquiries, Direct Outbound Sales Calls or Personal Visits to your business or Referrals
Business information including business name, business address, trading history, trading type.	Online forms, Trade Shows and Exhibitions, Direct Inbound Enquiries, Direct Outbound Sales Calls or Personal Visits to your business or Referrals
Payment information including bank details for payment processing.	Company administrators or agents over the phone

Your information from credit reference and payment gateway sources.	Experian or CreditSafe
Records of products and services you've obtained or applied for, how you use them	Online forms, Trade Shows and Exhibitions, Direct Inbound Enquiries, Direct Outbound Sales Calls or Personal Visits to your business or Referrals

## 6. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we may use your personal data, and our my lawful bases for doing so:

Category of personal data	Purpose	Lawful basis of processing
<ul style="list-style-type: none"> <li>Title, first name, surname, email business address, telephone number, mobile number, and address; and</li> <li>Any other personal data you provide us with</li> </ul>	To provide you with our price comparison services	It is in our legitimate interests to use this information to be able to deliver our service and to provide you with a realistic indication of prices available to you
<ul style="list-style-type: none"> <li>Title, first name, surname, email address, telephone number, mobile number, and address; and</li> <li>Any other personal data you provide us with</li> </ul>	To carry out our obligations arising from any contracts entered into between you and us	Contractual necessity, as this information is needed by us to perform our obligations under the contract
<ul style="list-style-type: none"> <li>Title, first name, surname, email address, telephone number, mobile number, and address; and</li> <li>Any other personal data you provide us with</li> </ul>	To notify you about any changes to our services	Contractual necessity, as this information is needed by us to perform our obligations under the contract
<ul style="list-style-type: none"> <li>Title, first name, surname, email address, telephone number, mobile number, and address; and</li> <li>Any other personal data you provide us with</li> </ul>	To ensure that content from our website is presented in the most effective manner for you and your device	It is in our legitimate interests to study how customers use our products/services, to develop them and to grow our business
<ul style="list-style-type: none"> <li>Title, first name, surname, email address, telephone number, mobile number, and address; and</li> <li>Any other personal data you provide us with</li> </ul>	To enable us to effectively administer, develop, support and improve our website and improve your browsing experience by personalising our website	It is in our legitimate interests to study how customers use our products/services, to develop them and to grow our business
<ul style="list-style-type: none"> <li>Title, first name, surname, email address, telephone number, mobile number, and address; and</li> <li>Any other personal data you provide us with</li> </ul>	To collate statistical information about customers and carry out market research	It is in our legitimate interests to tailor our service, grow our business and to inform our marketing strategy

<ul style="list-style-type: none"> <li>• Title, first name, surname, email address, telephone number, mobile number, and address; and</li> <li>• Any other personal data you provide us with</li> </ul>	<p>To enable us to provide customer services in relation to our services and to deal with enquiries and complaints made by or in relation to our customers and/or products supplied to our customers</p>	<p>It is in our legitimate interests to provide you with our services, investigate and resolve your enquiry or complaint</p>
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With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email, telephone or text message with information, news, and offers on our services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out. We will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.

We will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Part 11.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

## 7. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

Type of Data	How Long [We] OR [I] Keep It
Any information private to any individual	Destroy when no longer required
Bank records	7 years
Company records	Permanent
CVs and job applications not hired	3 months after notification
General email correspondence	24 months unless likely that it will be need to retained for longer
Historical records relating to Energy Solutions	Permanent
Supply Contracts	3 years after contract ends

Customer Correspondence	3 years after contracts end dates
Personnel files	5 years following end of employment
Property records, trust deeds	Permanent
Redundancy records	6 years after redundancy
Sickness/sick pay records	3 years
Software and hardware inventory details	7 years
Tax records – companies	6 years from last accounting period

**8. How and Where Do You Store or Transfer My Personal Data?**

We will only store or transfer your personal data within the UK. This means that it will be fully protected under the Data Protection Legislation.

**9. Do You Share My Personal Data?**

We will not share any of your personal data with any third parties for any purposes, subject to the following exceptions.

If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

We may sometimes contract with the following third parties to supply products and services.

Recipient	Activity Carried Out
Service Providers and other persons who help us provide our products and services	Administrating and processing quotes and contacts.
Credit reference agencies (eg: Experian, CreditSafe) should you choose to open an account with us	Credit scoring the company so we can determine which service providers would accept the contract
Cloud Hosting Company	Hosting of our servers and all of our customer data.

If any of your personal data is shared with a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law, as described above in Part 8.

If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal

data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

**10. How Can I Access My Personal Data?**

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11.

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 14 working days and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

**11. How Do I Contact You?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

Email address: [data@utilityadvicecompany.co.uk](mailto:data@utilityadvicecompany.co.uk).

Telephone number: 0330 090 4540.

Postal Address: Kemp House, 160 City Road, London, EC1V 2NX.

**12. Changes to this Privacy Notice**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available on our website at [www.utilityadvicecompany.co.uk](http://www.utilityadvicecompany.co.uk) This Privacy Notice was last updated 1<sup>st</sup> March 2019.