

UK Emissions Trading Scheme Evaluation Privacy Notice



Important details about GC Insight

GC Insight is an advisory, research and evaluation consultancy working 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 | 3162288
- Address | GC Insight, Lee House, Great Bridgewater Street, Manchester, M1 5JW
- Phone | 0845 644 3023
- Email | enquiries@gcinsight.co.uk
- Information Commissioner's Office Registration no | ZB696723

Our commitment to your privacy

GC Insight 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 | ZB696723



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

GC Insight 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.

This privacy notice has been curated specifically for the purposes of informing you about how your personal data will be processed for the evaluation of UK Emissions Trading Scheme (UK ETS).

GC Insight Ltd is part of a third-party evaluator consortium, led by CAG Consultants and commissioned by the Department for Energy Security and Net Zero (DESNZ) to evaluate the effectiveness of the UK Emissions Trading Scheme. The purpose of the evaluation is to determine the extent to which the scheme was launched, and is being delivered, as intended, to develop insight and evidence into the outcomes of the UK ETS in terms of participants behaviours (e.g. in terms of trading strategies) and the emerging UK carbon market and to evaluate the impact of the scheme in terms of its contribution to greenhouse gas emissions (GHG), and the extent to which the scheme is associated with carbon leakage.

Data controller and data processors

For the purposes of this project:

- DESNZ is the data controller
- GC Insight is the data processor
- CAG Consultants is also a data processor

Type of data that will be processed

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

- Simple data: Business names (both operator and business), primary contact name, primary contact phone number, email address.
- Behavioural data: opinions and reflections on the process, outcomes and impacts associated with the business' involvement in the UKETS scheme and of the scheme overall in a broader policy context.

Whilst not personal data, we will also receive and process the following data as part of the evaluation:

- Business data: carbon emissions data and free allocation allowance under the scheme.

How we get the personal data we process

Your personal information is provided through the following ways:

- Simple data and business data is provided by DESNZ from the METS and UK ETS Registry system. This is shared securely with GC Insight by CAG Consultants.
- Behavioural data is collected through conversations with the primary contact of the operators in the UKETS.

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. **Public Task:** Simple data and business data listed above is provided by DESNZ as the Data Controller, for the purposes of evaluation of the scheme. This Privacy Notice builds on the information provided to you in the Registry and METS privacy notices: <https://view-emissions-trading-registry.service.gov.uk/privacy/> and <https://manage-emissions-reporting.service.gov.uk/privacy-notice>
2. **Consent:** For the remaining behavioural data, we will seek your explicit consent for us to use your personal information in a specific way at the beginning of the survey. Informed consent is always collected by way of an affirmative action such as a recorded verbal agreement when taking part in an interview, indicating that you would like to proceed with the research. You can withdraw your consent at any time by informing the interviewer or emailing dataprotection@gcinsight.co.uk.

How we will use your personal data

- 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
- Provided you have given consent, to recontact you about follow-up research.
- Reporting will be aggregated and anonymised, however our client wishes personal data to be provided (including attribution), so we will ask for specific consent for this
- Data will be linked existing scheme data, and data from previous surveys conducted as part of the evaluation, where available.

Will we share your personal data?

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

- DESNZ, the client, will receive full, un-anonymised data, if you consent to this
- UK ETS Authority members require the results of the evaluation shared with them in both an anonymised format (with all identifiers and personal data removed), and a non-anonymised format. This means that your personal data will be removed, but other identifiers (such as organisations name) will be included. It is possible that individuals could be identified, and survey data may be linked with data held by UK ETS Authority members. For clarity, UK ETS Authority members are:

- Department of Energy, Security & Net Zero (DESNZ)
 - Department for Transport
 - HM Treasury
 - Scottish Government
 - Welsh Government
 - Northern Ireland's Department for Agriculture, Environment & Rural Affairs (DAERA)
- Our partner organisation, CAG who are also working on this evaluation, will receive full, un-anonymised data for analysis and reporting.
- Our sub-processors who may carry out some of the processing on GC Insight's behalf, and under GC Insight's control. An example of this includes 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.

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 personal and primary data for 3 months post project closure, after DESNZ has signed off the final report, which is currently anticipated to be the end of September 2026. We will then dispose your information by secure digital deletion.

Where your personal data will be processed Data will **be processed in the UK or EEA unless you request for further information to be shared, this will be sent through the emailer on our survey platform, which has servers based in USA. Your name and email may be processed by the emailer.**

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
0845 644 3023	dataprotection@gcinsight.co.uk	GC Insight Lee House 90 Great Bridgewater Street Manchester M1 5JW

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