

Privacy Notice for Home Energy Scotland Advice Evaluation

GC Insight, has invited you to take part in research to evaluate the Energy Saving Trust's Home Energy Scotland frontline advice service.

Before you agree to take part, we want you to know exactly how your personal data is going to be used.

This Privacy Notice should give you all the information you need to help you to decide if you want to take part in the research. If you would like to find out more, there are details at the end of this document about how to get in touch, and we would be happy to help.

What is this about?

Home Energy Scotland offers free advice and support to people to help them reduce fuel bills, make their homes warmer and reduce their carbon footprint. Funded by the Scottish Government, the service is managed by Energy Saving Trust (EST).

EST has asked us, GC Insight, to independently evaluate the advice line. The evaluation is to help EST and the Scottish Government understand how effective the support is, where improvements can be made and whether carbon savings have been made following use of the advice.

What will it involve?

To get the information for the evaluation, we need to speak to people who have used the advice line from 1st April 2025. A selection of advice line users will be contacted by our team of interviewers via telephone and invited to take part in a conversation to share their experiences. The interview should last approximately 15 minutes.

You DO NOT HAVE to take part. It is completely up to you whether you do or not. And if you decide at any time to change your mind about taking part, you can do so without giving a reason.

Which organisations are involved in the evaluation?

	
	An independent organisation working to address the climate emergency. The Energy Saving Trust manages Homes Energy Scotland advice services on behalf of Scottish Government.



The independent consultancy asked by Energy Saving Trust to evaluate whether the advice provided through Homes Energy Scotland is having a positive impact and so that Scottish Government can understand how well the funding has been used.

What information will you have about me?

Ahead of asking you to take part in an interview, a list of people who have contacted the advice line has been provided to us by Energy Saving Trust. This list includes your name, address (both postal and email), phone number and details of the advice line services you have used.

If you choose to take part in the telephone interview, we will ask you directly for further information such as your thoughts and experiences of the service as well as other information to help Energy Saving Trust better understand who is using the advice and to tailor improvements accordingly. This may include details such as your household income, ethnicity, gender, and any health conditions you may have. However, this information is optional, and you can complete the survey without it.

How will my information be stored?

Only the people in the evaluation team at GC Insight will be able to see your personal data, including your thoughts and opinions shared with us.

Our digital systems and internal processes comply with GDPR and other data processing regulations. Once we have finished collecting responses from everyone, we will combine them all so that we can share them with Energy Saving Trust who will analyse the data before reporting findings to Scottish Government. Before we share survey responses with Energy Saving Trust, we will remove personal data such as your name and contact information (anonymised) so Energy Saving Trust will be able to see what has been said, but not who has said what.

Your personal data will be kept for no more than six months after we have finished the project. At the moment, we expect this to be August 2026.

What can I do if I'm not happy with how my information is being used?

At any point, you can choose to not take part in the research, or for your information to be shown to you, changed or deleted. If you want to make a complaint about how your information is being stored or used, you can contact:



0845 644 3023 or dataprotection@gcinsight.co.uk

0303 123 1113 <https://ico.org.uk>

Is there any other information I might need to know?

Because we are looking after your personal data, there are certain laws that we need to obey, and certain things that we need to share with you.

Data controller and data processor(s)	The data controller for your personal data for data protection purposes is Energy Saving Trust. The data processor is GC Insight.
What is 'personal data'?	Personal data is defined under the General Data Protection Regulation (GDPR) as "any information relating to an identifiable person who can be directly or indirectly identified by reference to an identifier".
Lawful basis for processing	Under the UK GDPR, the lawful bases we are relying on for processing your data are: <u>Legitimate interest</u> – your contact details have been shared with us under the lawful basis of 'legitimate interest'. This is because Energy Saving Trust and the Scottish Government have legitimate interests in evaluating the impact of Home Energy Scotland advice line in order to make sure it is having a positive impact and to identify any areas for improvement. <u>Consent</u> – the information you share with us when you participate in the interviews is done so under 'consent'. This means that you have told us that you are happy to share this information with us.
Where your data is stored	All of the information we have about you, or we collect during the feedback group will be kept in either the UK or the European Union. Your data will be stored in restricted access folders on our secure servers.
Important details about GC Insight	• Our address: Lee House, 90 Great Bridgewater Street, Manchester, M1 5JW • Our phone number: 0845 644 3023 • Our email address: enquiries@gcinsight.co.uk • Our company number: 3162288 • We are registered with the Information Commissioner's Office and our number is: ZB696723
Who else might have access to your personal data	We may have to share your personal data with: • Third party service providers that provide the necessary IT systems and software for us to be able to work.