

Privacy Notice for SEAI Research

GC Insight has invited you to take part in research on behalf of Sustainable Energy Authority of Ireland (SEAI). 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?

SEAI is Ireland's national sustainable energy authority, working with householders, businesses, communities and government to create a cleaner energy future. SEAI also provides information and support around legislation related to energy labelling and ecodesign of energy-related products.

Small and medium enterprises (SMEs) in particular can find understanding the directives and regulations challenging. SEAI would like to understand what could be done to help make compliance easier for Irish SMEs, and to understand where you might go to look for support on compliance.

To inform this understanding, SEAI has commissioned GC Insight – an independent consultancy – to undertake research with manufacturers and importers as well as other relevant stakeholders, such as industry bodies and government officials.

What will it involve?

The research is being conducted in a number of ways:

1. **Interviews:** Some businesses and stakeholders will be invited to participate in a conversation with a member of our research team on Microsoft Teams or Zoom – either a video call, or if you prefer, via an audio only call. The call will take approximate 45 minutes and will be recorded to allow us to accurately capture your understanding of the directives and regulations, as well as where you might go to look for support and any drivers and barriers to compliance.
2. **Surveys:** Some businesses will be invited to participate in a short online or telephone survey with a member of our research team. The survey will take approximate 10-15 minutes to complete. The survey will explore knowledge and understanding of energy labelling and ecodesign regulations, challenges faced and knowledge of support available to help with understanding the regulations.

Afterwards, we will collate and analyse all responses and report in aggregate. This means we will share an overall summary with SEAI rather than reporting each response separately.

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 research?



SEAI is Ireland's national sustainable energy authority. It works with householders, businesses, communities and government to create a cleaner energy future. It also provides information regarding energy labelling and ecodesign regulations.



The independent consultancy asked by SEAI to undertake this research.

What information will you have about me?

If you have been invited to take part in:

1. **Interviews:** your contact details may have been shared with us by SEAI. Or if your contact details are not known by SEAI, but we would still like to understand your opinions, we might search for your contact data online or through getting in touch with your organisation.
2. **Surveys:** we have asked a range of sector bodies to share a link to our survey with their members. In order to help with our quality processes, we may ask you to provide some contact details; it is your choice if you decide to provide them. In addition to sending out the links, it might be necessary for us to reach out to you by telephone to either encourage you to participate in the research or to offer for you to complete the survey with us over the telephone. If this happens, we will look for telephone numbers available on the web.

If you choose to take part in the research, we will additionally collect information relating to your experiences, thoughts and opinions.

How will my information be stored?

Only the people in the research teams 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 analyse and report our findings to SEAI.

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. [All video and audio files will be securely deleted no more than a month after being recorded.](#)

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,

GC Insight's data protection officer can be contacted using dataprotection@gcinsight.co.uk or +44(0)161 528 1660. If you are still not happy with how your complaint has been handled, you should contact the Data Protection Commission at <https://www.dataprotection.ie/en/contact/how-contact-us> or on 1800 437 737.

Your rights under the GDPR

You have a number of statutory rights in relation to your information that we process. To exercise these rights, please contact us at dataprotection@seai.ie.

- The right to be informed about our collection and use of your personal data. This privacy notice meets this requirement, but you can always contact us to find out more or to ask any questions using the details above.
- The right to access the personal data we hold about you.
- The right to have your personal data rectified if inaccurate or incomplete.
- The right to be forgotten, the right to request that your personal data are deleted.
- The right to restrict the processing of your personal data.
- The right to object to us using your personal data for a particular purpose or purposes.
- The right to withdraw your consent.
- The right not to be subject to a decision based solely on automated processing, including profiling, unless certain conditions are met.
- The right to make a complaint to the supervisory authority.

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.

Laws and codes	We comply with the EU General Data Protection Regulation (GDPR) and the Data Protection Act (2018).
Data controller and data processor(s)	The data controller for your personal data for data protection purposes is SEAI 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".

What personal data is being processed	<p>Name and contact details interview of participant</p> <p>Image and/or voice (if participant is interviewed)</p> <p>Participant's thoughts and opinions on challenges with compliance.</p>
Lawful basis for processing	<p>Under the EU GDPR, the lawful bases we are relying on for processing your data are:</p> <p><u>Public Task</u> – your contact details may have been shared with us by SEAI under the lawful basis of ‘public task’. SEAI as a public body, is carrying out a task in the public interest to understand barriers to compliance and inform its ongoing approach to supporting SMEs</p> <p><u>Consent</u> – If you choose to take part in the research, we will ask for your consent before proceeding. This covers any additional information you provide during the interview or survey, and also your agreement for us to make audio or video recordings if you take part in an interview.</p>
Where your data is stored	<p>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.</p> <p>Your data will be stored in restricted access folders on our secure servers.</p>
Important details about GC Insight	<ul style="list-style-type: none"> • Our address: Lee House, 90 Great Bridgewater Street, Manchester, M1 5JW • Our phone number: +44 (0)161 528 1660 • Our email address: enquiries@gcinsight.co.uk • Our company number: 3162288 • We are registered with the UK Information Commissioner’s Office and our number is: ZB696723
Who else might have access to your personal data	<p>We may have to share your personal data with:</p> <ul style="list-style-type: none"> • Third party service providers that provide the necessary IT systems and software for us to be able to work.