

Privacy Notice for the Evaluation of Business Energy Scotland 2025–26

GC Insight has invited you to take part in research evaluating the Business Energy Scotland advice service delivered during 2025–26.

Before you decide whether to take part, we want you to understand how and why your personal data will be used.

This privacy notice explains why the research is being carried out, what taking part involves, what information we will use and your rights under data protection law. Contact details are provided below if you have any questions.

What is this about?

Business Energy Scotland is funded by the Scottish Government and managed by Energy Saving Trust. It provides free, impartial support and access to funding to help small and medium-sized enterprises save energy, reduce carbon emissions and lower costs. Support includes one-to-one advice and assessments, online tools and guides, skills development and training, webinars and newsletters.

Energy Saving Trust has appointed GC Insight to independently evaluate Business Energy Scotland services delivered in 2025–26. The evaluation will examine businesses' experiences of the service; actions taken or planned; the role of the advice; barriers to action; financing; and resulting energy, cost and carbon savings. Energy Saving Trust will analyse the research datasets and report the findings to the Scottish Government.

What will it involve?

GC Insight will invite a selection of businesses that received Business Energy Scotland support during 2025–26 to complete a telephone interview or online survey. This includes businesses that received in-depth one-to-one support and businesses that used light-touch services, such as webinars, Green Champions training or The Bottom Line e-zine. You may complete the survey online if you prefer, if you cannot take part by telephone or if we do not have a valid telephone number. Some businesses with eight or more recommended improvements may also receive a short data-capture form before or after the interview to help collect information about individual improvements.

You DO NOT HAVE to take part. Participation is voluntary. You may decline to answer any question or stop taking part without giving a reason.

Which organisations are involved in the evaluation?

Scottish Government	Funds Business Energy Scotland and will receive evaluation findings from Energy Saving Trust.
Energy Saving Trust	Manages Business Energy Scotland, commissioned the evaluation and securely provides relevant customer information to GC Insight. Energy Saving Trust will receive an anonymised research dataset for its analysis and reporting to the Scottish Government.
GC Insight	The independent research consultancy conducting recruitment, telephone interviews and online surveys, and preparing quality-assured datasets for Energy Saving Trust.

What information will you have about me?

Energy Saving Trust will provide GC Insight with customer information needed to invite businesses to participate and manage the research sample. Depending on the service you used, this may include your name, job title, business name, business or commercial address, telephone number, email address and the type of support, training or event used. Where you received in-depth support, it may also include recommended improvements and the associated estimated energy, carbon and cost savings.

If you take part, we will collect your survey or interview responses. These will cover your experience of Business Energy Scotland; actions taken or planned; implementation of recommended improvements; benefits and barriers; financing, including the SME loan and cashback scheme where relevant; and the role of Business Energy Scotland advice. We will obtain your consent before an interview begins or before you submit an online survey response. We will also ask for your consent before recording a telephone interview for quality assurance and for permission to contact you if an agreed response needs clarification. We will make clear which questions are optional.

How will my information be stored?

Access to identifiable personal data will be restricted to authorised members of the GC Insight project team. Telephone interviews will be recorded only with your consent, and recordings may be reviewed for quality assurance.

Energy Saving Trust will transfer customer data securely to GC Insight through SharePoint. Access will be restricted to authorised members of the GC Insight project team. Interview and online survey data will be collected and stored in IdSurvey, GC Insight's survey platform. Data held by GC Insight will be pseudonymised at the earliest appropriate point, currently expected to be at project closure once work requiring identifiable information is complete.

The research is currently expected to be completed in December 2026. GC Insight will securely delete all personal data within six months of the research being completed.

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

You can choose not to take part. You may also ask to access or correct your personal data, ask for its processing to be restricted, object to its processing or request its deletion, subject to the rights and exemptions that apply under data protection law. If you withdraw after your responses have been anonymised, it may no longer be possible to identify and remove them. To ask a question, exercise your rights or make a complaint, contact:

GC Insight: enquiries@gcinsight.co.uk | 0845 644 3023



0845 644 3023 or dataprotection@gcinsight.co.uk

Energy Saving Trust: Alice Rayner, Senior Consultant – Research and Evaluation | alice.rayner@est.org.uk
| Energy Saving Trust, 223–231 Pentonville Road, London, N1 9NG

You also have the right to complain to the Information Commissioner's Office.



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

Is there any other information I might need to know?

The following information explains the main legal and organisational arrangements for this evaluation.

Laws and codes	The research will be carried out in accordance with the UK General Data Protection Regulation and the Data Protection Act 2018. GC Insight also works in line with the Market Research Society Code of Conduct.
Data controller and data processor(s)	Energy Saving Trust is the data controller for personal data used in this evaluation. GC Insight acts as a data processor and carries out the research on Energy Saving Trust's instructions.
What is 'personal data'?	Personal data means information relating to an identified or identifiable living person. This can include contact details, information about a business that can be linked to you and identifiable research responses.

Lawful basis for processing	<u>Legitimate interests</u> – Energy Saving Trust will securely share relevant customer contact and service information with GC Insight because Energy Saving Trust and the Scottish Government have a legitimate interest in independently evaluating the effectiveness and impact of Business Energy Scotland. <u>Consent</u> – information you provide directly through an interview or online survey will be processed on the basis of your consent. Consent will be obtained before a telephone interview begins or before an online survey response is submitted.
Where your data is stored	Energy Saving Trust will transfer customer data securely to GC Insight through SharePoint. The SharePoint project area will have restricted access and will be available only to authorised members of the GC Insight project team. Personal data will be stored securely on SharePoint. Interview and online survey data will be collected and stored in IdSurvey, GC Insight's survey platform. Personal data will not be transferred outside the European Economic Area.
Important details about GC Insight	• Registered office: 102 Colmore Row, Birmingham, England, B3 3AG • Phone: 0845 644 3023 • Email: enquiries@gcinsight.co.uk • Company number: 03162288 • Information Commissioner's Office registration number: ZB696723
Who else might have access to your personal data	Energy Saving Trust will receive a pseudonymised dataset containing survey and interview responses. Names, addresses and other direct identifiers will be removed, and personal identifiers will also be removed from verbatim responses. Energy Saving Trust may share the anonymised dataset with the Scottish Government. Personal data will not be transferred outside the European Economic Area.

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