

## Privacy Policy for Participation in the Pete Project Trial

### PROJECT PARTNERS

- **Eden Project:** Eden Project Limited, Bodelva, St Austell, Par, Cornwall, PL24 2SG
- **Mixergy:** Mixergy Limited, 30 Upper High Street, Thame OX9 3EZ
- **University of Oxford:** University of Oxford, University Offices, Wellington Square, Oxford OX1 2JD
- **Powervault:** Powervault Limited, 105 Sumner Street London, SE1 9HZ;
- **Upside Energy:** Upside Energy Ltd 64 The Crescent, Northwich, Cheshire, CW9 8AD

### DEFINITIONS

**Pete Project Trial** – the research project funded by Innovate UK managed by Eden Project in partnership with Mixergy, Upside Energy, Powervault and University of Oxford to install the System in your property, monitor and control such equipment remotely and record data about the use of electricity in your home and the contribution of the System to improving your energy efficiency and that of the UK energy system.

**System** – the equipment we supply for you to participate in the Pete Project Trial (which may consist of a hot water tank or battery or both).

## 1. SCOPE OF POLICY

The Project Partners (**we**) are committed to protecting and respecting your privacy.

This Privacy Policy (together with the terms of our Householder Agreement or Occupant Letter of Consent) applies to your participation in the Pete Project Trial.

This Privacy Policy sets out the basis on which any data (including personal data) we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

By signing our Householder Agreement or Occupant Letter of Consent, you are accepting and consenting to the practices described in this Privacy Policy. **If you do not accept the terms of this Privacy Policy, you will not be able to participate in the Pete Project Trial.**

Information you provide as part of your participation in the Pete Project Trial may be shared with other Project Partners but only to the extent necessary to fulfil contractual obligations to you or for the purposes of the Pete Project Trial as described in the Pete Project information sheet. Full details of the types of information that we will collect, which Project Partners it will be shared with and how it will be used are set out in this Privacy Policy. The Project Partners will only use your information in accordance with the terms of this Privacy Policy.

Eden Project, Upside Energy, Mixergy, Powervault and University of Oxford are joint data controllers for the Pete Project Trial.

## 2. INFORMATION YOU PROVIDE TO TAKE PART IN THE PETE PROJECT TRIAL

### 2.1 What information we obtain

We will ask you to provide certain personal details in order to take part in the Pete Project Trial including:

- your name;

- your address;
- your e-mail address;
- your phone number
- your energy provider and tariff
- your meter number.

We may obtain this information by asking you to complete a Householder Agreement or Occupant Letter of Consent and other paper forms.

We may also obtain personal information from you whenever you correspond with us by e-mail, phone or otherwise, including to arrange delivery or installation of the System or if you report a problem with the System.

We may also ask you to provide log-in details (including your username or password) for your wifi network in order for us to remotely access the System. If you do not wish to provide your wifi log-in details, we will discuss and agree with you other means of remotely accessing your equipment which may include via an ethernet connection, Wi-Fi Protected Set Up or a 4G mobile hotspot.

This information will be collected primarily by Eden Project and will be stored and used by the Project Partners as set out in section 2.2 below.

## **2.2 How we use it**

We will use the information you provide (including your personal data):

- to carry out our contractual obligations to you arising from your participation in the Pete Project Trial, including to provide and install the System;
- to monitor and adjust the System and to carry out any necessary maintenance and inspections of the System;
- to respond to any problems with the System that you report to us;
- to remove the System (if appropriate) if you withdraw from the Pete Project Trial;
- for the purposes of the research we are carrying out in relation to demand patterns for energy and predictive energy usage; and
- to identify which energy substation you are connected to.

Your personal details may be stored and used by Eden Project, Mixergy, Powervault and University of Oxford for these purposes.

Eden Project and the other Project Partners may also use your personal details:

- to notify you about any changes to any of the services we are providing as part of the Pete Project Trial;
- to invite you to take part in other activities linked to the Pete Project Trial which may include focus groups and completion of questionnaires; and
- to provide you with information about any future goods and services we offer that are similar or related to those we are providing as part of the Pete Project Trial, provided you have consented to receiving such information.

### **3. INFORMATION YOU PROVIDE ABOUT YOUR ENERGY USE**

#### **3.1 How we use it**

The University of Oxford will use information you provide relating to your energy use as part of the research it is carrying out in relation to demand patterns for energy and predictive energy usage with the aim to create potential energy savings for individual householders and for the UK energy system as a whole.

University of Oxford will store and use these types of data in a “pseudonymised” form so far as possible (this means that University of Oxford stores data in a form that it can no longer be attributed to you without the use of additional information which it will keep separately and in secure conditions). However, University of Oxford may use data in a form which refers to the number of people living in a particular location.

You may inform us at any time using the contact details below if you change your mind and no longer consent to us processing these types of data. If you withdraw your consent, we will take all reasonable steps to delete such data and make no further use of it except as may be required to fulfil our legal obligations.

### **4. INFORMATION WE COLLECT ABOUT YOUR HOUSEHOLD’S ENERGY USE**

#### **4.1 What information we obtain**

As part of the Pete Project Trial, we will record and securely store:

- information about your household’s energy consumption and usage; and
- information about the state and behaviour of the System.

This information may be collected by Mixergy, Powervault and/or Upside Energy and will be used as set out in section 4.2 below.

#### **4.2 How we use it**

Upside Energy will use information that is collected about your household’s energy consumption and usage and the state and behaviour of the System:

- to carry out research into demand patterns for energy, predictive energy usage and control design with the aim to create potential energy savings for individual householders and to improve the efficiency of the UK energy system as a whole, thus reducing costs and environmental impact of energy in the UK;
- to adjust your household’s energy usage via the System to try to achieve energy savings and efficiency gains for you and for the UK energy system as a whole;
- to provide evidence of the actions we have taken to achieve these benefits to parties such as the UK System Operator (National Grid) and your distribution network operator and energy supplier, so they can be confident of the benefits we have delivered;
- to carry out research into the behaviour of the System and System usage patterns; and
- to provide information to you about your household’s energy usage and about how we have managed your household’s energy usage to help the energy system as a whole to operate more efficiently (we will make this available to you through an associated website owned and operated by Upside Energy).

Upside Energy may share this information with the University of Oxford for these research purposes in an pseudonymised form.

Powervault will use information that is collected about your household's energy consumption and usage and the state and behaviour of the System:

- to carry out research into demand patterns for energy, predictive energy usage and control design with the aim to create potential energy savings for individual householders and to improve the efficiency of the UK energy system as a whole, thus reducing costs and environmental impact of energy in the UK;
- to adjust your household's energy usage via the System to try to achieve energy savings and efficiency gains for you and for the UK energy system as a whole;
- to carry out research into the behaviour of the System and System usage patterns;
- to carry out troubleshooting and maintenance work;
- to provide information to you about your household's energy usage (we will make this available to you through an associated website owned and operated by Powervault, and about how we have managed your energy usage to help the energy system as a whole to operate more efficiently).

Powervault may share this information with the University of Oxford for these research purposes in an anonymised form.

Mixergy will use information that is collected about your energy consumption and usage and the state and behaviour of the System to carry out any ongoing obligations to you in respect of the System. Mixergy may also use this information to improve the product efficiency and improve the timing of energy consumption with respect to your energy system and the UK energy system as a whole.

Mixergy may share this information with the University of Oxford for these research purposes in an anonymised form.

## **5. INFORMATION ABOUT YOUR USE OF OUR SITE**

If you visit our website at <http://www.peteproject.com/> (our Site), we will automatically collect and use certain information as set out in the website terms of use <https://peteproject.com/privacy-policy>

You may also register your interest in participating in the Pete Project Trial by providing your personal details via our Site.

This information will be collected by our Site administrator and passed on to Eden Project. Eden Project will use any personal details that you provide via our Site to contact you to discuss your interest in participating in the Pete Project Trial.

## **6. INFORMATION WE RECEIVE FROM OTHER SOURCES**

We work closely with third parties (including, for example, third parties in technical and delivery services and energy providers). We will notify you when we receive information about you from them and the purposes for which we intend to use that information. This may include your historical energy usage data if you have consented to us obtaining this from your energy provider.

We will combine this information with information you give to us and information we collect about you. We will use this combined information for the purposes set out above (depending

on the types of information we receive). If this information includes your historical energy usage data, we will use this to look at changes in energy consumption.

## **7. DISCLOSURE OF INFORMATION**

You agree that we may share information that you provide to us or we collect from you with selected third parties including:

- our suppliers and sub-contractors for the performance of any contractual obligations we have with you;
- other research partners, to carry out further research into demand patterns for energy and predictive energy usage with the aim to create potential energy savings for individual householders and for the UK energy system as a whole;
- to the UK System Operator (National Grid) and your distribution network operator and energy supplier to evidence any efficiency benefits we have delivered;
- analytics and search engine providers that assist us in the improvement and optimisation of our Site.

Any information we share as described above will be in an aggregated and/or pseudonymised form wherever possible. We will only disclose your personal information to a third party as set out above if there are appropriate confidentiality and security measures in place to protect your information.

We may also disclose your personal information to third parties:

- if we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
- if we are under a duty to disclose or share your personal data to comply with any legal obligation, or to enforce or apply our Householder Agreement or Occupant Letter of Consent; or to protect the rights, property, or safety of participants in the Pete Project Trial, or others as required or permitted by law. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## **8. DATA SECURITY**

All information you provide to us or we collect is stored on secure servers. We work hard to protect all personal data we store from unlawful processing and from accidental or unauthorised access, alteration, disclosure, or destruction.

Any data that we obtain from you may be transferred to and stored at a destination outside the European Economic Area (**EEA**) and may be processed for research purposes outside the EEA. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

Where we are using your information for research purposes, we will store data in an anonymised or “pseudonymised” form wherever possible (this means that we store data in a form that it can no longer be attributed to you without the use of additional information which we will keep separately and in secure conditions).

We put in place measures to ensure that access to your personal data is limited to employees and agents who need to access it to meet our obligations to you and who are subject to strict confidentiality obligations.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Site (e.g. if you register interest in the Pete Project Trial via our Site); any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## **9. HOW LONG WE STORE INFORMATION**

We will keep your personal data for the duration of the Pete Project Trial and for such limited further period as is necessary for us to continue to perform any contractual obligations to you and to comply with our legal obligations.

We may keep data relating to your energy use (in an anonymised or pseudonymised form wherever possible) for use for research purposes for such period as is relevant for the purposes of the Pete Project Trial and for the associated research to continue to be carried out.

## **10. USE OF YOUR PERSONAL DATA FOR MARKETING PURPOSES**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us using the contact details below.

## **11. YOUR RIGHTS IN RELATION TO YOUR PERSONAL DATA**

The Data Protection Laws (this means the Data Protection Act 1998 and any subsequent laws that amend or replace it) give you the right to access personal data we hold about you. You can exercise this right by contacting us using the contact details below.

If you think that any personal data we hold about you is incorrect or if any of your personal details (for example, your address, phone number or email address) have changed, please let us know using the contact details below and we will amend your details.

If you would like us to remove your personal data following your withdrawal from the Pete Project Trial, please let us know using the contact details below and we will take steps to fulfil your request so far as reasonably possible. Please note that we may be required to retain a copy of your personal data even after you withdraw from the Pete Project Trial for legitimate business purposes or to fulfil our legal obligations.

You have the right to restrict how we process your personal data if you think the data we hold is not accurate, the processing is unlawful, if we no longer need to process it for the purpose it was obtained or if you have objected to the processing. For more information about these rights and how to exercise them, please contact us using the contact details below.

## **12. CHANGES TO PRIVACY POLICY**

Any changes we may make to our Privacy Policy in the future will be posted on our Site and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our Privacy Policy.

### **13. CONTACT DETAILS**

Questions, comments and requests regarding this Privacy Policy are welcomed and should be addressed to Tom Lynes, The

Eden Project, Bodelva, St Austell, Par, Cornwall, PL24 2SG. Tel: 01726 811 911 Email: [Tlynes@edenproject.com](mailto:Tlynes@edenproject.com)

If you have any complaints in relation to how we collect or use your personal data or otherwise in relation to this Privacy Policy, please contact us in the first instance and we will aim to resolve your complaint as soon as possible. You may also make a complaint at any time to the Information Commissioner's Office (our relevant supervisory authority) using the contact details on its website at [ico.org.uk](http://ico.org.uk).