

## The Energy Supermarket

### Privacy Policy

**Effective date: 6 January 2026 Last updated: 6 January 2026**

The Energy Supermarket Limited ("we", "us", "our") is committed to protecting your privacy and handling your personal data fairly, lawfully, and transparently in accordance with the **UK General Data Protection Regulation (UK GDPR)**, the **Data Protection Act 2018**, and guidance from the **Information Commissioner's Office (ICO)**.

This Privacy Notice explains how we collect, use, share, and protect your personal data when you:

- Visit our website [[www.theenergysupermarket.co.uk](http://www.theenergysupermarket.co.uk)]
- Request an energy quote or comparison
- Switch energy supplier through us
- Contact our customer service team
- Sign up for our newsletter or alerts

It applies to personal data we collect directly from you (as the data subject).

#### 1. Who we are (Identity and contact details of the controller)

**Data Controller:** The Energy Supermarket Limited **Registered address:** [Insert full registered office address, e.g., 123 High Street, London, EC1A 1BB] **Company number:** [Insert number] **Contact for privacy matters:** [Data Protection Officer / Privacy Team] **Email:** [privacy@theenergysupermarket.co.uk](mailto:privacy@theenergysupermarket.co.uk) **Telephone:** [0800 254 5235]

#### 2. What personal data we collect from you

We collect the following categories of personal data directly from you:

- **Identity & contact data** — Name, date of birth, address, email address, phone number
- **Energy account data** — Current supplier, account number, meter details (including smart meter readings if applicable), energy usage history
- **Financial data** — Payment details (e.g., bank/card details for processing switches or payments), billing address
- **Technical & usage data** — IP address, browser type, device information, website usage (cookies – see our Cookie Notice)
- **Special category data** (rarely) — Health/medical data only if you disclose vulnerability for Priority Services Register (PSR) eligibility
- **Marketing & communication preferences** — Consent choices, opt-ins/outs

### 3. Why we process your personal data (Purposes & legal basis)

We process your data for the following purposes. Our **legal bases** under UK GDPR Article 6 are:

Purpose	Legal basis	Details
Provide energy quotes, comparisons & switching services	<b>Contract</b> (Article 6(1)(b))	Necessary to enter into/perform our service agreement with you
Manage your account, billing & customer service	<b>Contract + Legal obligation</b> (Article 6(1)(c))	e.g., Ofgem licence conditions, regulatory reporting
Prevent fraud, debt recovery & comply with law	<b>Legal obligation + Legitimate interests</b>	Protecting our business & complying with energy regulations
Send service/admin emails (e.g., switch updates)	<b>Contract or Legitimate interests</b>	Essential communications – you cannot opt out
Marketing our services/products (e.g., better tariffs)	<b>Consent</b> (Article 6(1)(a)) or <b>Legitimate interests</b>	We rely on consent for electronic marketing (e.g., email/SMS). You can withdraw consent anytime
Improve our website/services & analyse usage	<b>Legitimate interests</b>	Balanced against your rights – we carry out LIA
Priority Services Register (vulnerable customers)	<b>Consent or Vital interests</b>	If health data is involved

**Legitimate interests** — We have conducted legitimate interests assessments (LIAs) to ensure our interests do not override your rights. You can ask for a copy.

### 4. Who we share your data with (Recipients/categories)

We share data with:

- Energy suppliers/network operators (to process switches & supply)
- Meter operators, data processors (e.g., cloud hosting, payment providers)
- Regulators (Ofgem, ICO) when required
- Fraud prevention agencies
- Our professional advisers (legal, accountants)

- Third-party service providers under strict contracts (e.g., marketing platforms) We do **not** sell your data.

## 5. International transfers

[If applicable: We transfer data to countries outside the UK (e.g., USA/EU-based processors). We use UK-approved safeguards such as **UK International Data Transfer Agreement** or **adequacy regulations**. Contact us for details/copies.]

If no transfers: We do not transfer your personal data outside the UK.

## 6. How long we keep your data (Storage limitation)

We keep data only as long as necessary:

- Active customers: Duration of contract + 6 years (legal/tax requirements)
- Quotes/leads: 12 months (or longer with consent)
- Marketing: Until you unsubscribe/withdraw consent
- Legal claims: Up to 7 years

We securely delete/destroy data when no longer needed.

## 7. Your data protection rights

Under UK GDPR you have the right to:

- Access your data (Subject Access Request)
- Rectify inaccurate data
- Erase data (in certain circumstances)
- Restrict processing
- Data portability
- Object to processing (especially marketing or legitimate interests)
- Withdraw consent (where consent is basis)
- Not be subject to solely automated decisions with legal effects (we do **not** carry out such decisions)

To exercise rights: Email [lee.wigham@theenergysupermarket.co.uk](mailto:lee.wigham@theenergysupermarket.co.uk). We respond within 1 month (free unless manifestly unfounded/excessive).

## 8. Automated decision-making & profiling

We do **not** carry out automated decision-making (including profiling) that produces legal effects or similarly significantly affects you.

## 9. Security of your data

We use appropriate technical & organisational measures (e.g., encryption, access controls) to protect your data from unauthorised access, loss, or breach.

## 10. Complaints

If unsatisfied with our response, contact the **Information Commissioner's Office (ICO)**:  
<https://ico.org.uk/make-a-complaint/> Telephone: 0303 123 1113

## 11. Changes to this notice

We may update this notice. Changes will be posted here with the effective date. Significant changes will be notified via email/website.

**Questions?** Contact our Privacy Team at [lee.wigham@theenergysupermarket.co.uk](mailto:lee.wigham@theenergysupermarket.co.uk)

Thank you for trusting The Energy Supermarket with your personal data. We are committed to protecting it.