

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]
- 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 **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 | Contract (Article 6(1)(b)) | Necessary to enter into/perform our service agreement with you |
| Manage your account, billing & customer service | Contract + Legal obligation (Article 6(1)(c)) | e.g., Ofgem licence conditions, regulatory reporting |
| Prevent fraud, debt recovery & comply with law | Legal obligation + Legitimate interests | Protecting our business & complying with energy regulations |
| Send service/admin emails (e.g., switch updates) | Contract or Legitimate interests | Essential communications – you cannot opt out |
| Marketing our services/products (e.g., better tariffs) | Consent (Article 6(1)(a)) or Legitimate interests | We rely on consent for electronic marketing (e.g., email/SMS). You can withdraw consent anytime |
| Improve our website/services & analyse usage | Legitimate interests | Balanced against your rights – we carry out LIA |
| Priority Services Register (vulnerable customers) | Consent or Vital interests | 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. We respond within 1 month (free unless manifestly unfounded/excessive).



The Energy Supermarket Limited
Q6 Quorum Business Park
Benton Lane
Newcastle Upon Tyne
NE12 8BT

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

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