

Mercia Gas
 Heating | Plumbing | Electric
Privacy Policy

This is the privacy policy for MerciaGas Limited. We encourage you to read this policy thoroughly so you know how we use your information, who we share it with as well as understanding your rights. We are committed to collecting and using your information fairly and in accordance with the requirements of data protection law.

Your personal information (also known as personal data) is information which, on its own or in conjunction with other information we may have access to, can be used to identify you as a living individual and to provide you with appropriate products and services.

If you are a limited company this may include your employees' personal business contact details such as business email addresses and phone numbers. If you are a sole trader or partnership more of the data we hold on your business will be classified as personal data such as financial information and energy consumption data.

This policy sets out how we collect, store, share and use the personal information we already hold about you and any we may obtain from you or from a third party in the future.

We take your privacy seriously and take appropriate steps to protect the personal information we collect from you and to make sure that your personal information is kept secure and only used in line with this policy.

Get in touch:

Whenever you need to contact us you about your rights under this policy, to change something or for anything else you can:

Call us: 0800 77 33 33

Lines are open Monday to Friday 8:30am to 5pm

Write to us: MerciaGas Limited, 91 Brownhill Green Rd, CV6 2AP

Email us: service@MerciaGas.co.uk.

*We may monitor and/or record calls for security, quality or training purposes. Call charges to numbers beginning with 0800 are set by your telecoms provider, calls may be free if you are calling from a business mobile or landline but this will depend on your contract.

What Data do we collect:

We need to ask you to provide certain personal and business information for the products and services we provide to you, for example, we need the information to set up and manage your account and to verify who you are.

It may be obtained directly from you when we speak to you, via our website if you complete an online form or get a quotation, or from another third party organisation or person.

Information we collect:

From you	Full name (including title)
We will collect information about you and your business, over the phone or through any forms that you may complete. For example, we collect the following to assist us in setting up your account and to verify who we are dealing with:	
	Age/date of birth.
	Business address (which may include your previous business addresses if you have been at your current address for

	less than 2 years)* , registered office address (if you are registered with Companies House) and addresses of any site(s) your business operates from*.
	Home address (which may include your previous home addresses if you have lived in your current address for less than 2 years).
	Business address, registered office address (if you are registered with Companies House) and addresses of the site(s) your business operates from.
	Business telephone number, mobile number and email address (which may include asking for your personal contact details depending on how you wish to be contacted).
	Business and / or personal bank account and debit or credit card details.
	Financial details to perform a credit check to assess the ability of you / your business to pay and to assess your financial position should we need to in the future.
	Gas and electricity usage (via meter reads provided by you or our agents or taken remotely if you have a fully working meter).
	Occupier and landlord details for your site(s).
	Information about other products and services that you have with us so we can target our communications with you more effectively.
	Details of any residential premises at your site which you are responsible for maintaining the supply for, for assessing things like vulnerability (including if the occupier is disabled or for reasons of age or health).
From you about other people	<p>If you provide information on behalf of anyone else then in doing so you are confirming that you have explained how their information may be used by us and they have given you permission to do so.</p> <p>If you have provided any sensitive information about yourself or others (such as health related information) you agree (and are confirming that the person who the information is about agreed) that we can use the information in accordance with this policy.</p>
From third parties	Industry organisations who are involved in your gas or electricity (or both) supply like distribution and network companies, meter equipment owners, meter readers, other energy suppliers as well as from industry organisations who operate and

	maintain databases on behalf of the industry to assist (for example) in the change of supply process.
	Landlords or letting agents who provide your details so we can set up an account in your name or from third party agents like brokers who you authorise to carry out your switch to us.
	Agents like meter readers (who check your meter to see if it is safe, obtain a read so we can bill you or assist in sorting out meter issues) or debt collection agents or other service providers who are contracted by us to provide services to you on our behalf.
	Credit reference or fraud prevention agencies in relation to your repayment history or your credit rating which may include public information such as insolvency information, county court judgments against you and directorships.
	Credit reference or fraud prevention agencies and other publically available information (see below) to identify you if you have not told us who you are (i.e. your account is set up in the name of an 'occupier') or we need to trace you or people linked to you because you owe us money.
	Publically available sources like the electoral roll or phone or business directories (for example 192.co.uk) or from the Land Registry or Companies House to verify your information or to trace you if you have moved without paying your bill.
	Credit reference agencies and other external data sources and other companies we may partner with to create models based on previous campaigns to see what products and services to offer you.
	Other companies where you have given them your consent to share your personal information with us to market our products and services to you. From time to time we will employ the services of a third party marketing agency to contact you through legitimate interest.
	Other companies or organisations where you have given them your consent to share your personal information with us so we can see if you are eligible for additional financial assistance.
	Other companies like brokers where you sign up to our products and services through their contact centres.
From our website	We collect certain data automatically from your visit to our website

(MerciaGas.co.uk). This may include but is not limited to how you connect to the internet (including IP addresses), how you engage with our site and browser data stored on your device (for example cookies).

How we use your data:

We can only use your personal or business information in compliance with data protection laws. Those laws require that where we use your personal information we must satisfy one condition (a legal basis) for processing. The legal bases are consent, to comply with our legal obligations, to perform a contract, if it's in our legitimate interests and for special category data (health) it is in your vital interests.

Set out below are the different legal bases we use in MerciaGas as well as examples of the types of processing we carry out:

	Processing activities (purposes)
Cookies	<p>We use cookies on our website to collect information about the device you use to access our website or sometimes third parties collect that on our behalf.</p> <p>You are asked to agree to this before using our website. If you refuse consent or you later remove it you may affect our ability to provide the services you want.</p>
Marketing	<p>From time to time we may provide you with marketing information about our products and services as well as offers from our partners (including by phone, text message, email, via your online account and via e-marketing i.e. using the internet and digital media technologies (for example social media)), which we think may benefit you. From time to time we will employ the services of a third party marketing agency to contact you through legitimate interest.</p>
Market research	<p>We may ask you to participate in market research (such as surveys, participation in focus groups etc.) to help improve and benchmark the way we provide our services and products that we are able to make available to you. From time to time we will employ the services of a third party marketing agency to contact you through legitimate interest.</p> <p>You agree to the disclosure</p> <p>If you request us to disclose your personal data to a third party to deal with your account on your behalf or you otherwise agree to such disclosures.</p> <p>When we process any special categories of personal information at your request (e.g. data concerning your health).</p>

Who we share your information with:

We may give your personal information to others in connection with the purposes set out above, including to the following:

- a. Agents and service providers (including IT service providers who host our databases) to support our business who may have access to our systems and data in order to provide services to us and/or to you on our behalf. For example we outsource some of our customer services activity (such as call handling, metering services, debt collection), and use fulfilment companies to send out our service and marketing communications to you.
- b. Agents and service providers acting on our behalf to carry out profiling, modelling and analysis, market and customer research, statistical analysis and the testing of our systems to help improve the way we provide our services and the products that we are able to make available to you. From time to time we will employ the services of a third party marketing agency to contact you through legitimate interest. These agents and service providers include

creative agencies, professional user experience testing agencies, telemarketing agencies and search engine optimisation agents. We do not provide personal information unless it is specifically required for the services they are providing.

- c. Our legal and professional advisors including our auditors.
- d. Our processors and sub-processors who are involved in the hosting, development and testing of our IT systems.
- e. Other members of the MerciaGas group of companies and affiliated companies as we may benefit from large IT infrastructure and expertise that exists within our business. This means that your personal information may be accessed for support and administration purposes.
- f. Relevant industry organisations and agencies, based on agreed industry processes who are involved in your gas or electricity (or both) supply like distribution and network companies, transmission companies, meter equipment owners, meter readers, other energy suppliers as well as industry organisations who operate and maintain databases on behalf of the industry to assist (for example) in the change of supply process, collection of green deal payments or the provision of industry data analytics to improve or enhance the energy efficiency in the energy market and/or to improve or enhance the efficiency of our operations compared to other energy suppliers.
- g. Credit-reference agencies such as Experian (see the section headed 'Credit Reference Agencies' below).
- h. If we suspect someone has committed fraud or stolen energy by tampering with the meter or diverting supply we'll record those details on your account and may share that information with Ofgem, the industry appointed TRAS Fraud Prevention Agency (being the organisation appointed on behalf of the energy industry as required under energy suppliers licence conditions to provide a service to all UK energy suppliers to facilitate the prevention, detection and any subsequent investigation of energy theft) and other interested parties such as other energy suppliers, landlords, fraud prevention agencies and other organisations (such as the police) involved in crime and fraud prevention who may also use this information (see the section on 'Theft and Fraud Prevention' below).
- i. The police, other relevant law enforcement agencies, regulators, public bodies such as local and central authorities (including government agencies/departments) where we have been asked to provide the information for legal or regulatory reasons (such as assessing or collecting tax, investigating complaints or assessing how the energy sector is working) for example by a lawyer or Ofgem or to the Information Commissioner (if we receive a legitimate request for the information).
- j. If you do not pay a debt, we may ask debt recovery agents to pursue that debt on our behalf or we may transfer your debt to another organisation and give them details about you and that debt or we may use a credit reference agency or fraud prevention agency to trace you if you have not provided your contact details or a forwarding address so that we can recover your debt or we may pass your details on as part of current or future legal action.
- k. For regulatory purposes to Ofgem (or any organisation which takes over Ofgem's role) or directly to an agent acting on their behalf.
- l. We may share information with organisations like Step Change and Business Debt Line if you have agreed to us doing so.
- m. We may share information with Members of Parliament or journalists if you have asked them to assist you in dealing with a complaint.
- n. To other parties connected with your account for example if you have provided a delegation of your authority to allow them to assist you in dealing with your account.

- o. You if you make a request to obtain a copy of your information (see the section 'Your rights relating to the personal information we hold about you')