



# Thames Water Privacy Notice

Household and business  
customers

August 2025



## Introduction

This section of our Privacy Notice explains how we use our customers' data for the purposes of:

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## Managing customer accounts

### Purpose (lawful basis for processing)

To manage your accounts, we need to keep reliable, accurate and up-to-date records of your details, in order to send out bills and process payments, as well as any associated interactions with you.

The lawful basis we rely on for processing your personal data for this purpose is Article 6(1)(e) of the UK GDPR, which allows us to process personal data when this is necessary to perform our **public tasks** to meet our obligations as a regulated business, such as compliance with Water Industry Act 1991 and with requirements set by our regulators such as Ofwat.

Where we need to process special category data for this purpose, our legal basis is **substantial public interest** (Article 9(2)(g) of the UK GDPR)

Our legal basis for sharing your personal data with our leakage and drainage insurance partners for marketing purposes is Article 6(1)(f) of the UK GDPR, which allows us to process personal data when we have a **legitimate interest** in doing so (we have a legitimate interest in managing our business efficiently and profitably), provided we do not unreasonably override the interests or rights of our customers.

### What type of personal information do we process for this purpose?

This includes:

- Identification and contact data to open your account, such as name, postal address, email address, phone number and date of birth
- Billing information e.g. supply and billing addresses, meter serial number and readings, occupancy, council tax band
- Payment information e.g. bank details, payment transactions

- Financial performance history – credit reference history
- Notes of customer interactions
- Voice recordings of some customer interactions for staff training and quality assurance
- Webchat, WhatsApp and SMS transcripts and technical information required for these e.g. IP addresses
- Information about special access needs e.g. communications in braille
- Marketing preferences

You, and/or your representatives will provide most of this information via our website, phone calls, social media, email and post.

We also use third parties to help us process your information, as explained below.

### **Sharing data with third parties**

The main types of third parties with whom we share personal data include:

- Contractors who provide call centre support and back office support, e.g. supplying software and systems and related support and maintenance
- Accessibility service providers, e.g. British Sign Language interpreting service and other translation services
- Our leakage and drainage insurance partners, depending on our customers' marketing preferences. These preferences can be changed by calling us – please see the Contact Us section of this Privacy Notice.
- Processors to handle customer payments
- Processors to handle meter billing analysis
- Other water companies that bill customers on our behalf in areas where we provide sewerage services but not water services
- Local authorities for billing blocks of flats where applicable

### **Sharing data with and receiving data from third parties**

These third parties include:

- Data providers who update our customer records where we have gaps, including where customers are using our services without an account
- A software company that gives customers the option to communicate with us via WhatsApp or SMS using a bot or virtual assistant instead of waiting on the line. This allows the company to collect the required information from customers before being passed over to a customer agent.
- National HMO datasets administrators to proactively identify registered HMO operators.

For further details, please see the list of third parties which is given on our [privacy page](#).

## **Managing customer debt**

### **Purpose (lawful basis for processing)**

We process the personal data from the relevant customer accounts to inform our debt collection strategy, manage our debt collection process and minimise our customer debt risk. As part of

our debt collection strategy, we may transfer ownership of customer debts to a third-party. This may include activities we carry out with third parties including the assessment, pricing and facilitation of the handover of the debt.

We need to minimise customer debt so we can continue to provide our services to all our customers in a cost-efficient way.

Our legal basis for using your personal data to manage debt collection is Article 6(1)(e) of the UK GDPR, which allows us to process personal data when this is necessary to perform our **Public Tasks** as a regulated business. We may also rely on Article 6(1)(f) of the UK GDPR, which allows us to process personal data when we have a **legitimate interest** in doing so (we have a legitimate interest in managing our business efficiently and profitably), provided we do not unreasonably override the interests or rights of our customers.

### What type of personal information do we process for this purpose?

This includes:

- Customer contact details
- Customer account details
- Customers' payment history with us and with other organisations
- Information about joint account holders liable for owing payments
- Information about 'breathing space' received under the government's Debt Respite Scheme

The information is provided by you and by our third party partners as outlined below.

### Sharing data with and receiving data from third parties

The main types of third parties with whom we share and receive personal data for this purpose includes:

- Our call centre support contractors
- Credit reference agencies (CRAs). More information on CRAs is given in [Annex 1](#) in this document
- Debt collection agencies, including tracing agencies, investigators and bailiffs.
- IVA companies to help manage customer insolvencies.
- Third parties that may support us with debt management, debt placement and debt advice
- Our legal partners
- Data providers to update our customer records where we have gaps. For example, where we believe that a customer owes us money, but we do not have a telephone number or email address associated with that customer's account, we may obtain these contact details from a data provider. The customer can ask for these details to be deleted/amended if incorrect
- Potential debt purchasers and other third parties for assessment and ownership transfer of customer accounts.

For further details, please see the list of third parties which is given on our [privacy page](#).

## Responding to complaints and queries

### Purpose (lawful basis for processing)

Our purpose is to use this data to investigate your complaints and queries, sometimes involving our regulators such as Ofwat and the ICO, acting in line with our regulatory duties, which include:

- Processing payments to you when our service is below standard in line with our regulatory requirements (Guaranteed Service Standards payments)
- Responding to Data Subject Rights requests and to Environmental Information Regulation requests in line with our obligations under the Data Protection Act 2018 and the UK GDPR and Environmental Information Regulations 2004

The lawful basis we rely on for processing your personal data for dealing with customer complaints and queries is Article 6(1)(e) of the UK GDPR, which allows us to process personal data when this is necessary to perform our **Public Tasks** as a regulated business, such as compliance with Water Industry Act 1991 and with requirements set by our regulators such as Ofwat.

### What type of personal information do we process for this purpose?

This includes:

- Customer contact details
- Information regarding the nature of the complaint/query/claim/request
- Information required to address the complaint/query/claim/request
- Customer contact transactions
- Voice recordings of some customer interactions to assist in dealing with the complaint/query/claim/request

The information is provided by the customers who contact us and is processed by ourselves and third-party processors.

### Sharing data with and receiving data from third parties

The main types of processors with whom we share personal data include:

- our call centre support and back-office support contractors who provide software and systems and related support and maintenance
- regulators such as the Consumer Council for Water, Ofwat, and the ICO if the complaint has been escalated to them
- our legal partners when legal advice is required
- our claims handling agents
- credit reference agencies and/or debt collection agencies if the complaint or query is related to debt collection
- service providers related to the complaint/query

For further details, please see the list of third parties which is given on our [privacy page](#).

## Public and customer consultations, surveys and research

### Purpose (lawful basis for processing)



Our purpose is to use this data to understand, directly from our customers and member of the public, their views of our plans, initiatives, planned works and how well we're currently doing. We use this feedback to improve our customer service and improve our delivery plans for the future.

A couple of these service feedback surveys are commissioned by Ofwat, targeted at our household customers (CMeX) and developer services customers (DMeX). We do not carry out these surveys ourselves but provide the required customer details to the agency used by Ofwat to carry out the surveys. Our legal basis for using your personal data to do this is Article 6(1)(e) of the UK GDPR, which allows us to process personal data when this is necessary to perform our **public tasks** as a regulated business to comply with regulatory expectations and requirements.

All other types of surveys, public consultations & meetings that we commission ourselves are carried out under two legal bases of **legitimate interest** (Article 6(1)(f) of the UK GDPR), as we have a legitimate purpose in managing our business efficiently and profitably, provided we do not unreasonably override the interests or rights of our customers. Depending on the type of engagement we may rely on **consent** of the individuals (Article 6(1)(a) of the UK GDPR) as our legal basis.

### **What type of personal information do we process for this purpose?**

The information processed includes customer or members of the public contact details and responses to the type of engagement undertaken.

One type of survey (by Rant & Rave) is triggered by our interactions with you or during service failures. Other than the Rant & Rave survey, you will always be asked whether you wish to remain anonymous to Thames Water.

You can opt out of these types of engagements at any time. The information is never used for marketing purposes.

The information is provided by you and is processed by us and by third party processors.

### **Sharing data with third parties**

We use a small number of market research agencies that all conform to the Market Research Society Codes of Conduct and partners to support the delivery of public and customer engagements.

We share customers' contact details and marketing preferences with Ofwat's market research partner to enable it to carry out customer satisfaction surveys on behalf of Ofwat.

We may be required to make copies of responses to consultations available to the Secretary of State and/or the Planning Inspectorate and will endeavour to have personal information removed.

Responses and questions we receive to our consultations may be shared with other water companies with who we are working alongside of and/or with those we have a shared catchment.

For further details, please see the list of third parties which is given on our [privacy page](#). More information about our customer market research can be found in [Annex 2](#) in this document.

## Helping vulnerable customers and managing our priority service register

### Purpose (lawful basis for processing)

We tailor our services so that our vulnerable customers have the support they need when they need it. This support is provided to customers who are:

- registered on our priority services register to receive proactive support during water and wastewater planned interruptions or emergencies
- struggling to pay their bills and require financial support

To find out more about our priority services please click on the link here: [Priority services | Help | Thames Water](#)

### Providing priority services - legal basis

Our priority services register is available to everyone who meets the criteria set out in our website (<https://www.thameswater.co.uk/help/extra-care/priority-services>) including those who are elderly, disabled, have a long-term health condition or communication needs.

The register holds information required to help our vulnerable customers. This information may be provided by the vulnerable individuals directly, individuals acting on behalf of customers and trusted organisations such as charities, fire brigades, utilities, government agencies and local authorities.

Our legal basis for using your personal data to provide priority services is Article 6(1)(e) of the UK GDPR, which allows us to process personal data when this is necessary to perform our **public tasks** as a regulated business. Helping our vulnerable customers and households by developing our priority services register membership and services is an important objective we wish to meet, and it's also required by our regulator, Ofwat.

We may share your priority services data with trusted organisations such as fire brigades, utilities and local authorities so that they can provide their priority services if required. Our legal basis for doing this is Article 6(1)(f) of the UK GDPR, which allows us to process personal data when we have a **legitimate interest** in doing so, provided we do not unreasonably override the interests or rights of our customers.

Where we need to process or share special category data for the purpose of providing a priority service to vulnerable customers based on their health related data (e.g. a dialysis need), our legal basis is **substantial public interest** (Article 9 (2)(g) of the UK GDPR). As we are processing special category data under this legal basis, we have put in place an "appropriate policy document" in line with the DPA 2018, Schedule 1 condition for processing. This document can be found on our website (<https://www.thameswater.co.uk/help/extra-care/priority-services>).

### Providing financial support – legal basis

If you are struggling to pay your water bill and would like to apply for help, more details can be found on our website <https://www.thameswater.co.uk/help/account-and-billing/financial-support>.

Our legal basis for using your personal data to provide financial support services is Article 6(1)(e) of the UK GDPR, which allows us to process personal data when this is necessary to perform our **public tasks** as a regulated business.

If you live in an area of social housing and/or high deprivation, we may proactively share your personal data with the Department of Work and Pensions to help us identify if you would benefit from one of our financial support schemes and where appropriate, to add you to one of these schemes. We are permitted to share your data for this purpose under the Digital Economies Act 2017. Our legal basis for sharing your data for this purpose is **public task** under Article 6(1)(e) of the UK GDPR to perform a specific task in the public interest that is set out in law.

We may also process special category data for this purpose and rely upon our legal basis of **substantial public interest** (Article 9 (2)(g) of the UK GDPR, we have put in place an “appropriate policy document” in line with the DPA 2018, Schedule 1 condition for processing.

#### Profiling of customers for proactive interventions and engagement strategies

The purpose of profiling our customers is to understand customer behaviours & needs and where we need to do more to support our customers, e.g. based on demographic, affluence, locality, PSR and vulnerability, personal circumstances, billing / payment history, Metering, LAHA, constituency etc.

The benefits for our customer base will enable us to identify patterns of vulnerability and proactively intervene and to shape engagement strategies with those at risk or in need of support.

Our legal basis for doing this is Article 6(1)(f) of the UK GDPR, which allows us to process personal data when we have a **legitimate interest** in doing so, provided we do not unreasonably override the interests or rights of our customers.

Where we need to process or share special category data for this purpose, our legal basis is **substantial public interest** (Article 9 (2)(g) of the UK GDPR)

#### What type of personal information do we process for this purpose?

The information processed includes:

- Customer contact and account data
- If different, name and contact data for the affected vulnerable individual in the customer's household
- If the affected vulnerable individual is unable to represent themselves, the name and contact information of their official or unofficial representative (and, if available, evidence of their authorisation)
- Priority services registration information provided by the customer via a webform and/or by third parties such as charities
- A 'needs code' and relevant service code will be allocated based on the information provided about the vulnerability
- Responses from priority services customers when surveyed after a service incident to assess the level of help we provided



- Information provided when customers apply for aid schemes and social tariff applications, such as the Thames Water Customer Assistance Fund, the Thames Water Trust Fund (grants), WaterHelp (percentage discounted bill), WaterSure (capped bill), or Water Direct (paying your bill direct from your benefits)
- Information about 'breathing space' received under the government's Debt Respite Scheme to allow the affected customers to be placed onto an appropriate social tariff

### **Sharing data with third parties**

We share customer account information and completed application forms for the Customer Assistance Fund with a third party that manages the Fund on our behalf. The same third party also processes the priority services registrations for us.

During a service failure, we share details of the priority services register with third parties so that the customers affected can be helped quickly and effectively. For example, we use a courier to deliver bottled water to the doorstep.

We may also receive priority services information about our customers from other trusted organisations and share our priority services register data with them if they can help to keep you safe. Details of any current organisations are given in our list of 3<sup>rd</sup> parties, found as a link in our main privacy page <https://www.thameswater.co.uk/legal/privacy-policy>.

After a service failure, we ask the affected priority services customers for optional feedback on how well or otherwise we helped them, via one of our market research agencies. The data is not analysed or reported at individual customer level.

We share our customers' personal data with the Department of Work and Pensions either proactively based on our customers' geographical location or if they apply for financial support via our WaterHelp, WaterSure and Water Direct schemes. We may receive assisted fund applications from other agencies, such as charities, on behalf of customer households containing a vulnerable person and in need of financial assistance. Our website (<https://www.thameswater.co.uk/help/extra-care>) gives more information on how to apply for these schemes

We may also share data with third parties to help with communications, for example if the customer finds it difficult to read the bill or hear the customer agent.

For further details, please see the list of third parties which is given on our [privacy page](#).

## **Providing water and/or wastewater services to household customers**

### **Purpose (lawful basis for processing)**

Our purpose is to use this data to help us provide you with an efficient and reliable water and/or wastewater service by carrying out activities such as:

- Supplying you with water and/or disposing of your wastewater, in line with our legal and regulatory obligations
- Recording and fixing a service problem, e.g. blockages, sewer flooding incidents, water pressure issues and repairing burst water pipes
- Maintaining our pipes and other assets
- Dealing with emergency situations
- Maintaining, monitoring and reporting drinking water quality
- Estimating unmeasured water use and carrying out water efficiency visits
- Metering (including smart metering) – making appointments, meter fitting and repairing, collecting meter readings, meter data analysis and reporting
- Fitting and maintaining sewer flooding mitigation devices (FLIPS)
- Customer communications around street works and service incidents
- Providing a list of approved plumbers
- Dealing with claims and providing emergency accommodation after service incidents
- Demonstrating compliance with our legal obligations to our regulators
- Surface Water Outfall Pollution Investigations

We may use your data to conduct research and analysis for various purposes. Some examples include assessing risks related to assets, improving our service provision, predicting future consumption of water. Although to begin with we can identify who the data belongs to, we would convert personal data into a statistical or aggregated form. This means data is assembled in such a manner so as not to reveal, directly or indirectly, the identity of any individual for this purpose.

Our legal basis for processing personal data for these activities is Article 6(1)(e) of the UK GDPR, which allows us to process personal data when this is necessary to perform our **public tasks** as a regulated business, as we have legal obligations to supply water, maintain water quality, promote water efficiency, and maintain adequate drainage in line with rules set by our regulators. These obligations include compliance with legislation such as the Water Industry Act 1991.

Where we need to process special category data for this purpose, our legal basis is **substantial public interest** (Article 9(2)(g) of the UK GDPR).

We may email customers and members of the public who are registered as part of the Thames Water Sewage Alert System when we have discharged storm water into some local river networks. This is undertaken under the legal basis of **consent** of the individuals (Article 6(1)(a) of the UK GDPR).

We may use customer satisfaction data along with asset and operational data to flag areas where customers are repeatedly affected by recurring service issues such as blockages and leakage (chronic hotspots). The data is aggregated at the initial analysis stage to report on geographic areas. We have a **legitimate interest** to process this data as it helps us to drive down incidents and increase customer satisfaction.

#### **What type of personal information do we process for this purpose?**

The information processed includes:

- Customer name and contact details such as email address, phone number supply address as required to provide a service or fix a problem. We also use customers' surnames in water use analysis.
- Asset and incident information linked to the service that may identify the customer (or other relevant caller) e.g. meter serial number, sewer flooding incidents
- Household meter readings – we aim to read your meter once a year, unless you have a smart meter that sends us readings electronically. If you request a meter and live in London, you'll get a smart meter. Please see the section [below](#) for detail on data processing using smart meters. Our website provides information on obtaining a smart meter <https://www.thameswater.co.uk/help/water-meters/getting-a-water-meter>
- Personal details of plumbers required for membership of our approved plumbers scheme
- Information required to process insurance claims, for example where there's damage to a property due to flooding from our asset
- Information required to produce regulatory reports, for example reporting number of customer complaints

The information is provided by customers and relevant third parties such as our operational service providers.

More general information on metering in general can be found on our website <https://www.thameswater.co.uk/help/water-meters>

### **Sharing data with third parties**

To provide our services in an efficient and effective way, we share your data with our service providers and associated third parties. For example, meter readings and blockage clearances are carried out by two different service providers. Any complaints we receive regarding our service providers may require us to share details of your personal data with them.

We may use an email marketing company to send the alerts to registered users when our assets have discharged storm water into some local river networks.

For further details, please see the list of third parties which is given on our [privacy page](#).

## **Processing data using smart metering for our household customers**

### **Purpose (lawful basis for processing)**

Our purpose is to use this data to help us provide you with an efficient and reliable water and/or wastewater service by carrying out activities such as:

#### **1. Peak and minimum flow analysis - Data granularity required: 15-minute**

This information is used to provide advice to building developers concerning the required diameter of water pipes (design ratings), to ensure that pipes maintain adequate water pressure during periods of peak demand.

#### **2. Network analysis - Data granularity required: Hourly**

Granular water consumption data will help us to better understand where water is going, and therefore more quickly and accurately identify the root cause of events, such as changes in pressure or demand for water across the network.

Our legal basis for processing personal data for these activities is **Article 6(1)(e)** of the UK GDPR, which allows us to process personal data when this is necessary to perform our **public tasks** as a regulated business, as we have legal obligations to supply water, maintain water quality, promote water efficiency, and maintain adequate drainage in line with rules set by our regulators. These obligations include compliance with legislation such as the Water Industry Act 1991.

### 3. Identifying unusual consumption patterns

Access to granular smart metering data is required to screen for out-of-the-ordinary consumption patterns, assisting us to identify potential criminal activity, a suspected leak within a customer's property or the benefits of fitting a water meter via the following three activities:

#### 3.1 Customer-side leakage - **Data granularity required: Hourly**

Identifying and tackling leaks is a key priority for us and forms a vital part of the organisation's efforts to reduce unnecessary water loss across the network. This includes not only burst and leaking network pipes, but also leaks within the customer's property.

#### 3.2 High Usage Investigations - **Data granularity required: Hourly**

Where initial screening activity has identified suspicious or out-of-the-ordinary consumption patterns, smart metering data will be utilised to enable us to undertake a more detailed investigation.

#### 3.3 Analysis of reduction in water consumption - **Data granularity required: Daily**

We have been granted compulsory metering powers because our water supply service area is classed by the Secretary of State to be seriously water stressed for metering purposes. Charging by metered volume is accepted to be an important factor in reducing water consumption, which needs to be carefully monitored, and is best achieved through smart metering technology.

Our legal basis for processing personal data for identifying unusual consumption patterns is **Article 6(1)(e)** of the UK GDPR, which allows us to process personal data when this is necessary to perform our **public tasks** as a regulated business, to help identify leakage across the network or customer properties.

### What type of personal information do we process for this purpose?

We will collect three main types of data from smart meters (referred to as "smart metering data"):

- **Smart meter ID/Radio ID** – a unique identification number used to identify individual smart meters
- **Water consumption data** – meter readings, timestamps, and minimum water flowrates for the metered properties

- **Alarm data** – smart meters will be capable of producing data relating to 8 different types of alarms, indicating issues including leaks, burst pipes, back flow, low meter battery and meter tampering.

Typically, data collected will be connected to the meter details (water flow/consumption data, meter ID), property information (property type, residency type) and the District Metered Areas (DMA). Data usage **may be directly linked to a customer**, enabling us to contact you if an issue is identified.

### **Sharing data with third parties**

To provide our services in an efficient and effective way, we may share your data with our service providers and associated third parties. For example, when we install a new smart meter, exchange a faulty smart meter, investigate leakages and when we process and analyse smart meter readings.

For business customers, your personal data may be provided to us by your retailer, and we may share this with our service providers, for example our blockage clearance service provider, so that we can help you when required. We may share your data with the Market Operator Services Limited (MOSL) as required, for example, in registering and deregistering supply points.

For further details, please see the list of third parties which is given on our [privacy page](#).

### **Providing your water and/or wastewater services (business customers)**

Business customers are non-incorporated businesses whose retail services (e.g. customer services, billing) are provided by a separate water retail company, but whose premises are physically connected to our water and/ or wastewater network. We provide these customers with a wholesale service.

Insofar as limited personal information is collected in relation to non-incorporated businesses, both Thames Water and the relevant water retailer are each separate Controllers of the personal data of the business customers in our service areas. Where additional services are offered, there are times where we may act as a processor on receipt of instructions from the water retailer.

### **Purpose (lawful basis for processing)**

Our purpose is to use this data to provide a wholesale water and/or wastewater service to our business customers and their retailers by carrying out activities such as:

- Supplying business customers with water and disposing of their wastewater, in line with our legal and regulatory obligations
  - Recording and fixing service problems e.g. blockages, sewer flooding incidents, water pressure issues and burst water pipes
  - Maintaining our pipes and other assets
  - Dealing with emergency events
  - Maintaining, monitoring, and reporting drinking water quality
  - Supporting business customers in improving water efficiency
  - Metering (including smart metering) – making appointments, meter fitting and repairing.
- For more detail on business meter installations and other business metering services,

please see the relevant policy on our website (<https://www.thameswater.co.uk/wholesale/document-library>).

- Collecting, analysing and sharing meter data from smart meter and data loggers to monitor consumption and leakage and enable accurate billing. For more detail on business data services, please see the relevant policy on our website (<https://www.thameswater.co.uk/wholesale/document-library>).
- Fitting and maintaining sewer flooding mitigation devices (FLIPS)
- Making payments – for example, but not limited to, for FLIP devices and Guaranteed Service Standards
- Working with farmers in our area on catchment studies to reduce pollution
- business customer communications around street works and incidents
- Dealing with claims after service incidents
- Managing enquiries and complaints
- Assessing allowances and abatements
- Carrying out vacant property checks and site visits to check meter and supply details
- Trade effluent registration, monitoring, and reporting
- Demonstrating compliance with our legal obligations to our regulators

More information on the wholesale services we provide to businesses can be found on our website (<https://www.thameswater.co.uk/wholesale>)

Our legal basis for processing personal data for these activities is Article 6(1)(e) of the UK GDPR, which allows us to process personal data when this is necessary to perform our **public tasks** as a regulated business in line with the rules and requirements set out by our regulators, such as Ofwat.

### **What type of personal information do we process for this purpose?**

The information processed includes:

- business customer contact and supply address details
- Asset and incident information linked to the service that may identify the business customer for example, but not limited to, supply point details, meter details, smart meter data
- Business meter readings, including 15 minute meter readings where smart meters or data loggers have been fitted and are enabled. More information on when a smart meter/logger may be fitted for a business can be found on our website (<https://www.thameswater.co.uk/wholesale/document-library>)
- Information required to process insurance claims, for example, but not limited to, damage to a property due to flooding from our asset
- Information required to produce regulatory reports, for example, reporting number of customer complaints

### **Sharing data with third parties**

To provide our services in an efficient and effective way, your personal data may be provided to us by your retailer and we may share this with our service providers, for example our blockage clearance service provider, and with the Market Operator Services Limited (MOSL) as required, for example, in registering and deregistering supply points.

For further details, please see the list of third parties which is given on our [privacy page](#).



## Bio recycling (Cake/sludge recycling)

Thames Water ensures the waste generated from wastewater productions, stays in use or is reused for as long as possible to minimise waste and impact to the environment. Our Bio Recycling team is responsible for the safe and sustainable recycling of the of sewage sludge for agriculture. It is a heavily regulated industry, therefore compliance with all the regulations and codes of good practice is controlled and coordinated via the bioresource system.

### Purpose (lawful basis for processing)

Our legal basis for processing business and personal data for this activity is Article 6(1)(b) of the UK GDPR the **performance of a contract**, to enable to fulfilment of purchase orders/ revenue and contractors' regulatory permits/payments.

### What type of personal information do we process for this purpose?

The information processed includes:

- Correspondence address
- Home address
- Phone number
- Post code
- Work Email

### Sharing data with third parties

To provide our services in an efficient and effective way, we share your data with our service providers and associated third parties such as database provider.

## Community centric rainwater management.

Thames Water is part of an Ofwat innovation project to better capture rainwater from our household customers to alleviating pressure on the sewer network. This rainwater management/harvesting system will be provided by Thames Water and installed using 3rd party installers through local authorities (separate Thames Water/Local Authority contract).

Deploying an online web platform (Our Rainwater) in a trial catchment, fitted with rainwater management/harvesting system.

### Purpose (lawful basis for processing)

Our legal basis for processing personal data for this activity is Article 6(1)(a) of the UK GDPR **the data subject has given Consent**, to enable the enrolment into the initiative.

### What type of personal information do we process for this purpose?

The information processed includes:

- Correspondence address
- Home address

- Phone number
- Post code
- Personal email address

### **Sharing data with third parties**

To provide our services in an efficient and effective way, we share your data with our service providers and associated third parties as part of the Ofwat innovation funding.

For further details, please see the list of third parties which is given on our [privacy page](#).

### **Competitions and prize draws.**

Thames Water run competitions and prize draws as part of seasonal campaigns or account registrations. This is to promote community engagement and to encourage water consumption behaviours.

### **Purpose (lawful basis for processing)**

Our legal basis for processing personal data for this activity is Article 6(1)(a) of the UK GDPR **the data subject has given Consent**, to capture entrants' details for the competition or prize draw.

### **What type of personal information do we process for this purpose?**

The information processed includes:

- Home address
- Phone number
- Post code
- Personal email address
- Online Identifier (i.e. social media name)

### **Sharing data with third parties**

To manage the competition or prize draw in an efficient and effective way, we use service providers and associated third parties, such as database providers to capture entrants' details.

## Annex 1 Credit rating agencies

Each month we share your personal data with a credit rating agency (CRA).

The data we share includes details of your payment behaviour i.e. whether you have paid your bill on time or not. If you pay your bill on time, this will show positively on your credit file. If you owe us money, the reverse could be true.

In return, each month we receive information from the CRA which includes your payment behaviour with other organisations and other associated data

Information that we give and receive from the CRA includes:

- information about your personal accounts with us and about your accounts with other organisations such as other utility companies
- information about your spouse or others with whom you are jointly liable for credit payments
- where you are the owner, director or partner in a small business, information about your business
- in addition, the CRA may provide us with public information about you such as County Court Judgments, bankruptcies, and Electoral Register Information.

The information we receive from credit reference agencies may be used in the following ways:

- to assess your account and decide what payment terms are appropriate
- to verify your identity and prevent fraud
- to manage your personal account and keep your records up to date
- to identify customers who may be at risk of falling into debt so that we can help those who need financial assistance
- to manage our customer debt risk and our debt collection process
- to identify customers who are not registered with us as using our services

Sharing information with CRAs in this way is common practice across the water industry and other utilities.

### Credit Reference Agency Information Notice (CRAIN)

You can find out more about the CRA's that we use (Equifax, Transunion & Experian) and their Information Notices on their website:

- [Equifax's CRAIN](#)).
- [\(Transunion's CRAIN\)](#)
- [\(Experian's CRAIN\)](#)

The Information Notice will include details on the CRA's role as a fraud prevention agency, that data it holds and how it uses it, how long it keeps the data, how it shares data, and your data protection rights.

## Annex 2 Our customer surveys

We are committed to improving the service we provide to our customers. Essential to this is the need to understand, directly from you, how well we're currently doing. We use this information to create and monitor change. Gathering this feedback also provides us with an opportunity to reconnect with you and 'put things right' should you be less than happy with our service.

We use a variety of methods to gather feedback from you. We may do this ourselves, but we also rely on a small number of partner organisations. We have Data Sharing Agreements in place with these agencies, and all conform to Market Research Society Codes of Conduct. The following agencies undertake the most work for us:

- **Rant & Rave** carries out the bulk of our customer surveys. You may get a text, email or landline voicemail, asking a number of different questions, including your level of satisfaction with the service. This will most often happen after interactions on the phone, website or after a visit from one of our technicians or contractors. If you are dissatisfied with our service, we may look to reconnect with you to put things right.
- **BMG** works on behalf of our regulator (Ofwat). Every month, Ofwat commissions BMG to interview, by phone, email or face to face, a number of our customers, some of which have recently made contact with us, to ask them for their view on the service we provide. They may also ask some demographic questions to enable Ofwat to understand whether we are treating all our customers fairly. We share the required customer data with BMG to enable these surveys to take place, as required by Ofwat.
- Other market research companies that we partner with include: Verve, Yonder, Thinks Insight, Accent, QA Research, Watermelon, ICS and Systra. All undertake various forms of research on our behalf, including focus groups, online surveys, telephone, face-to-face and in the street surveying.
- Occasionally, during service failures, we may use VoiceAge to proactively keep you updated and to help us gather information to best service your needs in the moment.

You may opt out or stop any service improvement surveying at any point in time – whether that's stopping any further surveys or withdrawing partway through the activity. Other than in the Rant & Rave survey, you will always be asked whether you wish to remain anonymous to Thames Water.

Customer data generated through these routes will only be used for the purpose of gaining a better understanding of the service we provide, how we can improve it and with the intention of helping you during incidents if required. (This is not used for any Marketing activity).