

# INFORMATION ON DATA PROTECTION

## Business Actor Survey in the UK | January - March 2026

**PROJECT TITLE:** *EMPOCI - Governing sustainable energy-mobility transitions: multi-level policy mixes, transformative capacities and low-carbon innovations*

### Overview

Protection of your data is our top priority. All activities are conducted in full compliance with the legal provisions of data protection. In accordance with Article 4 (7) of the GDPR, the controller responsible for data processing is the University of Sussex, Sussex House, Falmer, Brighton BN1 9RH, United Kingdom. Contact person is the data protection officer at [GDPR@sussex.ac.uk](mailto:GDPR@sussex.ac.uk).

Your data will be anonymised seamlessly by professional experts at every stage of the process. The survey for business participants is conducted online or by telephone by OMB Research. Upon completion of the survey, OMB Research will transfer the anonymised data to the University of Sussex for analysis.

### Data Basis

Your company and your contact details were sourced using the Orbis database and/or publicly available information.

### Your participation in the survey is voluntary

Your participation is completely voluntary. You have the choice to answer or skip individual questions in our survey, except for very few instances where key questions must be answered to ensure the survey flows correctly. Neither participation nor non-participation will result in any disadvantages for you.

You have the right to withdraw from the study before the responses are anonymised and included in our analysis, without providing a reason. To withdraw, contact OMB Research directly to request the removal or deletion of your responses. If such a request is made before the data collection phase ends, all data related to you will be permanently deleted. We would like to confirm that all applicable GDPR data protection regulations will be fully observed.

### What happens to your responses?

The following process will be applied for all participants:

- *Collection:* The contact data are kept strictly separate from the survey responses and will be permanently deleted on completion of the survey process.
- *Storage:* All interview responses are only stored under a coded identifier, and kept separate from the company's details or any identifying information.

- *Transfer:* OMB Research will transfer the anonymised data to the research team at the University of Sussex for further analysis. This ensures that the research team will not have access to any information that could identify individual participants. If you requested to receive the study results, your contact details will be shared separately with the EMPOCI team and kept apart from your survey responses.
- *Analysis:* Aggregated results, including subgroup analyses, will be presented in tabular form. No information that could identify individual participants will be disclosed in any publication – whether academic, policy-related or otherwise.

### Duration of storage / deletion of data

The contact and survey data are stored separately at OMB Research and are given a coded identification number (pseudonymisation). This is undertaken by OMB Research, thereby ensuring that the EMPOCI research team cannot identify any participants. The contact data, as well as the separately stored responses will be deleted after the survey process is completed at OMB Research, at the latest by 31st of March 2027.

If you participate, you can revoke your consent at any time before the end of the data collection phase and the handover of anonymised responses to the University of Sussex.

### Your rights

You can assert the following rights at any time regarding your personal data vis-a-vis the responsible researchers and data protection officers listed on the following pages:

- Withdrawal of consent with effect for the future (Art. 7 GDPR)
- Confirmation to whether personal data concerning you is being processed, information about this data and circumstances of the processing (Art. 15 GDPR).
- Rectification of inaccurate response (Art. 16 GDPR)
- Erasure of data concerning you under certain conditions (Art. 17 GDPR)
- Restriction of processing under certain conditions (Art. 18 GDPR)
- Data portability of the data provided by you (Art. 20 GDPR)
- Objection to data processing for scientific research purposes or based on legitimate interests (Art. 21 GDPR) and
- Right not be subject decisions based solely on automated processing (Art. 22 GDPR).

You also have the right to lodge a complaint with a data protection supervisory authority.

You can lodge your complaint with the Information Commissioner's Office: they can be contacted via their website [www.ico.org.uk](http://www.ico.org.uk) or by phone at 0303 123 1113.

### Contact persons and contact options

For any concerns on all data protection issues:

- University of Sussex: [GDPR@sussex.ac.uk](mailto:GDPR@sussex.ac.uk)
- OMB Research: [info@ombresearch.co.uk](mailto:info@ombresearch.co.uk)

We thank you for your support and for your trust in our research.