

Power NI

Privacy Statement



1. Introduction

Protecting our customers' personal data is important to Power NI. This Privacy Statement sets out how we collect, use, store, share and protect your personal data in compliance with Data Protection legislation.

1.1 Company Information

Power NI Energy Limited trading as Power NI, a company registered in Northern Ireland with the company registration number NI027394 and having our place of business at Greenwood House, 64 Newforge Lane, Belfast, BT9 5NF. Power NI is part of the Energia Group, the leading independent energy company in the all-Ireland market. Further information can be found at www.powerni.co.uk or www.energiagroup.com.

1.2 Contact us

If you have questions as to the manner in which your personal data is being handled or if you require any further information, you can contact the Data Protection Officer using the details below:

Data Protection Officer
64 Newforge Lane
Belfast
BT9 5NF
Email: Dataprotection@powerni.co.uk

1.3 Statement Review

This Statement will be regularly reviewed to ensure we continue to meet our obligations in processing your personal data and protecting your privacy. In order to do so we reserve the right to update, modify and amend this Statement at any time as required. We would recommend that you check back regularly to keep informed of any updates. We will not make any significant changes to the Statement without informing you.

1.4 Protecting your Information

We are committed to protecting your personal data and to implementing appropriate technical and organisational security measures to protect it against any unauthorised or unlawful processing and against any accidental loss, destruction, or damage.

2. Data We Collect

In order to provide energy products and services and provide you with information on these products and services we need to collect a number of categories of personal data through a number of channels including from you, third parties, other energy suppliers, the network operator and credit reference agencies. We obtain this personal data during the registration process, marketing, through the sign up and use of an online account and through our on-going management of your account. We cannot provide you with energy services or offer you a contract based on the products or services which best suit your requirements unless we have the necessary information. These personal data categories include:

Name, address, contact details such as telephone or mobile phone number, email address, date of birth, secondary contact details, property details, Meter Point Reference Number (MPRN), bank details, credit and debit information and history, records of payments and any arrears, any grant details, marketing preferences & responses, survey responses, property categorisation, telephone recordings, CCTV recordings from our offices or other sites, app & website usage (on www.powerni.co.uk or other managed sites), social media details, IP address, location information, energy usage, contract duration, identity verification and security questions (such as mother's maiden name), account details and contact notes.

In certain circumstances and as part of our regulatory requirements we may collect special categories of personal data for the Customer Care Register including any disabilities, vulnerabilities, chronic illnesses or special needs information necessary to support the provision of service to you or other occupants within your household.

3. How we use your Information

We will use your personal data to provide you with energy products and services, access to an online account and to allow us to better manage your customer account. In particular we may use your personal data for the following purposes:

3.1 Account Management

In order to set up and administer your account and manage your customer journey and contact with us, we process the following personal data: name, address, contact

details such as telephone number or mobile phone number, email address, date of birth, secondary contact details, property details, Meter Point Reference Number (MPRN), Keypad Reference Number (KPRN), bank details, credit and debit information, records of payments and any arrears, any grant details, contract duration, identity verification and security questions (such as mother's maiden name), account details and contact notes. If you are a vulnerable customer or require additional support, we will also process your special category personal data for the purposes set out at 3.12 below (Additional Support Services). This involves processing personal data for the purpose of account set up, monitoring, fraud detection, identity verification and managing your account including obtaining credit references (Commercial customers only), implementing a change of supplier and obtaining, maintaining and exchanging information on meter points, occupancy details, billing purposes and processing payments.

Legal Basis: The processing is necessary for the performance of a contract to which you are party to or in order to take specific steps prior to you entering into a contract.

Legal Basis: The processing is necessary to comply with our legal obligations. **Legal Basis:** The processing is necessary for our legitimate interests or those of a third party. It is within Power NI's legitimate interest to use certain personal data to establish, maintain and review an account to allow Power NI to better manage customers accounts, enforce rights set out in the terms & conditions of supply, and to ensure customers are provided with the most appropriate products and services.

3.2 Customer Support

In order to respond to queries and manage and investigate any complaints we are required to process your personal data. If you contact our Customer Helpline or if we contact you, we will use personal data such as your account information and contact history. We monitor and record such communications, including phone calls, instant messaging (web chat), social media, email and other electronic communication to help investigate any complaints, and for account administration, training, quality assurance and to support the improvement of our services and technologies. We may use technologies which use artificial intelligence (AI) or machine learning to support our operational functions and to enhance our customer engagement by categorising queries, evaluating customer satisfaction, identifying areas for improvements, staff training and reviewing customer service engagement.

Legal Basis: The processing is necessary for the performance of a contract to which you are party to or in order to take specific steps prior to you entering into a contract.

Legal Basis: The processing is necessary to comply with our legal obligations.

Legal Basis: The processing is necessary for our legitimate interests or those of a third party. It is within Power NI's legitimate interest to use certain personal data to establish, maintain and review an account to allow Power NI to better manage customers' accounts, enforce rights set out in the terms & conditions of supply, and to ensure customers are provided with the most appropriate products and services and that customer complaints are resolved appropriately.

3.3 Marketing

In accordance with your marketing preferences, from time to time we may provide you with information on our products and services/promotional efforts and those of carefully selected third parties* (whose products and services may be unrelated to ours) which we feel may be of interest to you. We may contact you when your contract is ending with renewal offers. Depending on your marketing preferences we may also contact you after you have ended your account with us to make you aware of our products, services and any available offers including those of carefully selected third parties. To do this, we process your marketing preferences, any responses to customer surveys, account details, app & website usage (on powerni.co.uk or other managed sites), social media details, IP address and location information.

In order to provide you with relevant products, services, offers, promotions and to continually improve our customer services and develop and manage our brands we use personal data to analyse customer behaviour.

We work with our advertising partners, including social media sites and providers (e.g. Meta & Google) to show you advertising about our products and services. We also work with partners who provide us with aggregated, non-personal geographical and demographic information. This advertising is displayed on our websites and apps and through social media content and ads. Our partners use information about the website, apps, social media content and ads you interact with or view when on the internet to make sure the advertising you see is more relevant to you, as well as information which we will provide to them. Typically, cookies and similar technologies are used to provide this type of advertising online and for further information please see our Cookie Policy.

Depending on your marketing preferences and as otherwise permitted by law we may contact you by:

(a) Non-electronic means, including by post or in person; and

(b) Electronic means, including live telephone calls, email, SMS (texts) or multimedia messaging, through your smart phone applications, web chat and chat services, pre-recorded telephone messages, social media for the purposes of digital direct marketing (e.g. Meta and Google), or through your smart meter.

Legal Basis: The processing is based on your consent for the specific purpose (e.g. by opting in and receiving certain marketing communications on sign up or otherwise, including by joining the Power NI Rewards Programme).

Legal Basis: The processing is necessary for our legitimate interests or those of a third party. It is within Power NI's legitimate interest to provide you with information on Power NI products and services including information that we have tailored to your interests.

If you wish to change your marketing preferences you can do so at any time by writing to us at **Power NI, PO Box 2067, Belfast, BT1 9PP**, emailing us at home@powerni.co.uk, amending your preferences online or by calling us on 08000 285 455.

3.4 Customer Reward Programme

If you sign up to the Power NI Perks programme, in order to verify you are a Power NI customer we need to process the following personal data: full name, email address, account number and marketing preferences.

Legal Basis: The processing is necessary for our legitimate interests or those of a third party. It is within Power NI's legitimate interest to verify that those signing up for Power NI Perks are entitled customers.

Legal Basis: When you sign up to Power NI Perks, you are requested to consent to the processing of your personal data for the purposes of administering and managing your Power NI Perks account, which you may withdraw at any time by leaving Power NI Perks.

3.5 Renewables

If you register for a Renewable Account as a Microgeneration customer to sell exported electricity or Renewable Obligation Certificates generated from a renewable source and receive payments for your generator by submitting meter reads to the Power NI Renewable team through Power Purchase Agreements, we are required to process your personal data to manage your account and payments. This involves processing personal data for the purpose of account set up, including online registration, monitoring, identity verification and managing your account including maintaining and exchanging information on meter points, meter readings and processing payments.

Legal Basis: The processing is necessary for the performance of a contract to which you are party to or in order to take specific steps prior to you entering into a contract.

Legal Basis: The processing is necessary to comply with our legal obligations. Legal Basis: The processing is necessary for our legitimate interests or those of a third party. It is within Power NI's legitimate interest to use certain personal data to establish, maintain and review an account to allow Power NI to better manage customers' accounts, enforce rights set out in the terms & conditions of supply, and to ensure customers are provided with the most appropriate products and services.

3.6 Credit reference checks & fraud prevention

(Commercial customers only)

In order to enter into an agreement with you and assess any level of risk, we may carry out necessary credit reference checks. To do this, we process your full name, credit history, records of payments and any arrears.

Legal Basis: The processing is necessary for entering into or the performance of a contract to which you are subject.

Legal Basis: The processing is necessary to comply with our legal obligations. Legal Basis: The processing is necessary for the legitimate interests of the controller or a third party. It is within Power NI's legitimate interest to carry out such processing to assess creditworthiness and protect Power NI from fraud.

3.7 Improving our products & services

In order to improve our products, services and customer interactions, we carry out customer surveys, analysis and energy and industry market research which includes the processing of the following personal data: your full name, contact details, account data and survey responses.

Legal Basis: The processing is necessary for our legitimate interests or those of a third party. It is within Power NI's legitimate interest to provide you with the best customer experience by ensuring that we continually improve our processes and product and service offerings.

3.8 Debt management

In order to allow Power NI to appropriately manage any debt issues if they were to occur, Power NI may be required to process the following personal data or use credit reporting agencies such as Experian to identify an individual or property: full name, account details, property details, details of payments made and arrears.

Legal Basis: The processing is necessary for the performance of a contract to which you are a party to or in order to take specific steps prior to entering into a contract.

Legal Basis: The processing is necessary for our legitimate interests of the controller or those of a third party. It is within Power NI's legitimate interest to use certain personal data to help manage a debt issue and enforce rights set out in the Terms & Conditions of Supply, which may include the use of third parties.

3.9 Regulatory & licence

In order to meet our Regulatory and Licence requirements, Power NI is required to process the following personal data and provide information to the Regulatory Authorities and government departments: all requested account management data.

Legal Basis: The processing is necessary to comply with a legal obligation to which we are subject under our licence requirements.

3.10 Website & Mobile App statistics

We gather statistical and other analytical information of all visitors to our website/mobile apps including cookies and click trails. We use the data gathered to get a better understanding of where our visitors come from and to help us better design and organise our website/mobile apps and for the purposes set out under Marketing. You can find our Cookie Policy at powerni.co.uk/legals.

Legal Basis: The processing is necessary for our legitimate interests or those of a third party. It is within Power NI's legitimate interest to provide you with the best customer website/mobile app experience by ensuring that we continually improve our processes and website/mobile app.

Legal Basis: The processing is based on your consent for the specific purpose.

3.11 Recruitment

If you submit a job application online, we will use the following personal data for recruitment-related purposes: full name, details of qualifications and experience, email address, telephone number, mobile number and postal address.

Legal Basis: The consent of the individual.

Legal Basis: The processing is necessary to comply with legal obligations to which we are subject under our employment law.

3.12 Additional Support Services

In order to support customers requiring additional account management support (e.g. customers with poor eyesight or blindness requiring bills to be provided in braille or assisting customers in ill health with debt or payment management plans), we may need to obtain and process special category personal data from time to time, including data concerning a customer's (or previous customer's) health or vulnerability within the household (including any individual within the household). We will use this data to maintain and update a Customer Care Register of vulnerable customers, ensure your welfare and the welfare of other householders and manage staff and third-party contractors. We may share this information, depending on your consent or other legal basis as outlined below, with charities, social services, healthcare, other support organisations, the network operator, other energy suppliers or as directed by Regulatory Authorities.

Legal Basis: The explicit consent of the individual.

Legal Basis: Where required to protect the vital interests of the individual where the individual is physically or legally incapable of giving consent to such processing.

Legal Basis: The processing is necessary to comply with legal and regulatory obligations to which we are subject under our Licence requirements.

4. Sharing your Information

There are a number of circumstances in which we may share your personal data within Power NI, Energia Group and with other parties. Below is a list of such potential recipients

or categories of recipients with whom we may share information or from which we receive information:

- In order to meet our Licence and Regulatory requirements we are required to share certain personal data such as with the Network Operator Northern Ireland Electricity Networks Ltd (NIEN).
- In order to meet our requirements with the Regulatory Authorities.
- In order to support the process for transferring customers between Energy Service Providers we are required to share certain personal data with previous, current and future suppliers to establish all relevant details to help transfer supply and establish the details of any outstanding debt.
- In order to carry out credit checks when entering into an agreement we may share personal data with third-party financial institutions & credit reference agencies.
- In order to meet legal and regulatory requirements we may share personal data with fraud prevention agencies to identify fraud and energy theft.
- For debt management purposes we may in certain cases be required to share personal data with debt collection agencies or credit reference agencies such as Experian.
- We may disclose information when required by law or legal process for the administration of justice, to protect your vital interest, for investigations by law enforcement or regulatory bodies, to protect and defend Power NI's property and legal rights or by order of a valid order from a court or law enforcement agency.
- In order to support complaint handling we may share information with the Consumer Council NI (CCNI).
- In order to support and manage customer service requirements and customer queries, Power NI may share personal data with third-party customer service providers.

Where you have requested a service such as the installation of an electric vehicle car charge point or solar panels, we will be required to share your information with the appointed third-party providers.

- Where necessary to support our blind and partially sighted customers requiring bills to be provided in braille, we may provide information to organisations such as the Royal National Institute of Blind People (RNIB).
- Where you have consented for us to do so we may share your information with Energy or Financial support organisations such as Bryson Energy or Advice NI.
- Where you have consented for us to do so we may share your information with charitable services.
- Authorised third parties such as a solicitor or those named on an account with the necessary permissions.
- Organisations who act as service providers to Power NI such as providers of telecommunications, postal services, records storage, data storage, cloud service providers, document production and destruction, IT services and security, fraud detection, customer reward programmes, marketing and market research, website providers, insurers and those making and receiving financial payments.
- Third-party data providers and research institutions such as Experian which may provide aggregated demographic and lifestyle data which can be combined with account information to undertake statistical analysis and to provide customer, usage behavior and marketing insights, market and industry research such as methods for energy consumption reduction and business development.
- For our Microgen customers, we may share information with the Office of Gas and Electricity Markets (Ofgem).
- Where you have consented for us to do so we may share your information with our sponsorship partners for the purpose of them/us contacting you to provide you with offers.
- In order to verify you are an active Power NI customer we share certain personal data with our reward scheme programme provider.
- In order to meet our Licence and Regulatory requirements and with your explicit consent we will share certain special category personal data with the Network Operator, other Energy Service Providers or a person nominated to help manage your account as part of the Customer Care Register.

We may pass personal data to our agents and service providers and group companies when relevant for these purposes, including the use of cloud providers. This may involve passing your personal data outside of the UK and any such recipients will be bound to comply with the appropriate safeguards such as the International Data Transfer Agreement or Addendum or equivalent data protection safeguards for the transfers of data outside of the UK.

5. Retention of your information

We will retain your personal data only for as long as is necessary for the purposes for which it was collected and in order to meet the legal and business requirements of managing your customer account and experience with us. In particular:

- We will retain personal data that is necessary for us to provide you with a product or service that you have requested or purchased for as long as it takes us to provide that product or service;
- We will retain your contact details for marketing purposes for as long as we have your permission to send you marketing information or for as long as we are permitted to do so, subject to your right to object at any stage;
- We will retain records of any transactions you enter into with us or products or services you receive for up to seven years after the date of the transaction. This is so that we can respond to any complaints or disputes that arise in that period;
- We will retain any financial transaction information for seven years after the date of those transactions; and
- We will retain other personal data necessary for us to do so to comply with our regulatory and legal requirements.

6. Your rights

The UK General Data Protection Regulation provides you with a number of rights under the legislation as a data subject. We will respond to your requests within one month of the receipt of your request or inform you in circumstances where an extension may be required.

6.1 Right of access

You have the right to be provided with details of the processing of your personal data and to obtain a copy of the personal data we hold about you, subject to applicable exemptions under data protection legislation. In order to make an access request, please send your request in writing to the details below:

Data Protection Officer
64 Newforge Lane
Belfast
BT9 5NF
Email: Dataprotection@powerni.co.uk

To help us better deal with your request please provide us with the information necessary to identify you (name, address, account number) and to identify the personal data you require.

6.2 Right to rectification

If the personal data we hold on you is inaccurate or incomplete you have the right to rectify such personal data and we would encourage you to ensure the personal data we hold on you is kept as up to date and accurate as possible.

6.3 Right to erasure

In certain circumstances you have the right to request the deletion of your personal data where there is no compelling reason for us to continue processing it. This is not an absolute right but can include circumstances such as:

- Where your personal data is no longer necessary in relation to the purpose for which it was processed.
- When the processing in question is solely based on consent and consent is withdrawn.
- When you object to the processing on grounds relating to your particular situation and there is no overriding legitimate interest to continue the processing.
- The personal data has to be erased in order to comply with a legal obligation.
- Your personal data has been processed unlawfully.

6.4 Right to restrict processing

In certain circumstances you can request the restriction of the processing of your personal data where you contest the accuracy of the information; where you object to processing which is based on legitimate interests; where the processing is unlawful and you wish to restrict the processing rather than seek erasure; or where we no longer require to retain your personal data but you wish the personal data to be held while you establish, exercise or defend a legal claim.

6.5 Right to data portability

You can request to receive your personal data, which you provided to us, in a structured, commonly used and machine-readable format and have the right to transmit this data to another controller.

6.6 Right to withdraw consent

If we are processing personal data on the legal basis of consent you have the right to withdraw consent at any time. If you withdraw your consent we will no longer be able to carry out processing based on your consent. However, by withdrawing your consent it does not invalidate any processing which was undertaken prior to the withdrawal of your consent.

6.7 Right to object to processing

You have the right to object to processing based on legitimate interests and to direct marketing (including profiling for the purpose of direct marketing). Where we have indicated that we are processing your personal data based on legitimate interest, you are entitled to object to such processing on grounds relating to your particular situation. We will stop processing your personal data unless we can demonstrate compelling legitimate grounds for the processing which overrides your interests, rights and freedoms or where the processing is necessary for the establishment, exercise or defence of legal claims. If you wish to object to receiving direct marketing, please use the provided opt-outs or contact us and we will stop processing your personal data for direct marketing purposes.

6.8 Automated decision making including profiling

You have the right not to be subject to automated individual decision making, including profiling, which produce legal effects concerning you or similarly significantly affects you unless it is necessary for the entry into or performance of a contract, authorised by law; or based on your explicit consent.

6.9 Right to complain

If you have any queries or concerns or wish to raise a complaint you can contact the Data Protection Officer using the details below:

Data Protection Officer
64 Newforge Lane
Belfast
BT9 5NF
Email: Dataprotection@powerni.co.uk

If you are still unsatisfied, you then have the right to lodge a complaint with the Information Commissioner's Office:
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Tel: 0303 123 1113

Last updated 1st July 2026



The Consumer Council

Floor 3, Seatem House, 28-32 Alfred Street, Belfast, BT2 8EN

Call: 0800 121 6022

Email: contact@consumercouncil.org.uk

www.consumercouncil.org.uk

Power NI

PO Box 2067, Belfast, BT1 9PP. Tel: 08000 285 455