

Privacy Policy of the Water Innovation Implementation Programme

Aim of this Privacy Policy

This privacy policy, together with the [Ofwat Privacy Notice](#), explains how the Water Innovation Implementation Programme (WIIP) uses the personal data collected from you. Isle Utilities (Isle) are delivering the WIIP on behalf of the Water Services Regulation Authority (Ofwat). For more information on the Water Innovation Implementation Programme please see <https://waterinnovation.challenges.org/implementation-programme/>. Isle and Ofwat are committed to protecting and respecting your privacy and will take all reasonable precautions to safeguard personal information.

Isle and Ofwat are working jointly to deliver the WIIP and have agreed that in certain circumstances we are both joint data controllers of personal information received in relation to applications to the programme. This means we are jointly responsible for determining the purposes and means for using such personal information and for complying with the application data protection laws and regulations when using this personal information.

This website may include links to other websites and we encourage you to read the privacy statements on those other sites if you visit them.

What personal data we collect

The WIIP collects several different types of personal data depending on the purpose of engagement (e.g., meeting attendance, working group participation, survey responses). This personal data may include, but is not limited to:

- First name and last name
- Job Title/Role
- Email address (usually professional/business)
- Phone number (usually professional/business)
- Name and address of your employing organisation
- Data contained in correspondence addressed to us
- Any information submitted when signing up to Programme updates, working groups, or events

- Information submitted through application forms, surveys, feedback forms, or consultation responses
- Your browser's cookies when viewing or using our website/platform (if applicable)

How we collect personal data

In most cases, you directly provide the WIIP with the data that we collect. We collect and process data when you:

- Sign up to receive Programme updates or announcements
- Contact the WIIP Programme delivery team via email, phone, or other correspondence
- Sign up for or register interest in WIIP-related meetings, events, or webinars
- Participate in WIIP working groups, task forces, or committees
- Submit information through official Programme surveys, consultations, or feedback forms
- Submit programme application forms and winners agreements

How we use personal data

The WIIP uses collected personal data for various purposes, including:

- **To administer and manage the Programme's activities**, including coordinating working groups and events.
- **To communicate Programme updates**, key decisions, and relevant industry information.
- **Handling correspondence** and responding to enquiries.
- **To gather information (via surveys/consultations) to inform the Programme's progress** and improve implementation efforts.
- **To notify you about changes** or key developments within the Programme or its services.
- **To comply with legal or regulatory requirements** placed upon the Programme.

We may share your personal information with Ofwat who we are working with to deliver the Programme. We do this because it is necessary to process your application to the Programme and to enable the delivery of the Programme and your participation in it (this is our legal basis for such processing). As explained above, in certain circumstances Isle and Ofwat are both joint data controllers of any personal information received in

relation to applications to the Programme and delivery of the Programme. This means we are jointly responsible for determining the purposes and means for using such personal information and for complying with the applicable data protection laws and regulations when using the personal information.

In some circumstances, Ofwat may process your personal information for other purposes connected to assessing and growing the water sector's capacity to innovate to better meet the evolving needs of customers, community and the environment. When this happens, Ofwat is an independent controller of the personal information and is solely responsible for determining the purposes and means for using such personal information and for complying with the applicable data protection laws and regulations. Please see the [Ofwat Privacy Notice](#) for more information on how Ofwat uses personal information. When sharing your personal information with Ofwat for this purpose, we are pursuing Isle and Ofwat's legitimate interest in ensuring that the aims and objectives of the Programme can continue to be advanced by Ofwat beyond the end of the Programme.

We may share your personal information with our Programme delivery partner, Ove Arup & Partners Limited who is helping us to deliver the WIIP. We remain the controller of your personal information in these circumstances and they will only process your personal information in line with our instructions.

We may also share the personal information with the WIIP Sector Implementation Committee as well as other programme partners who help us to run the WIIP for example by assisting with expert analysis, due diligence checks or providing non-financial support. The partners and Sector Implementation Committee only process your personal information in line with our instructions. We may share your information with other organisations that help us to deliver the programme, but we will let you know more about this (including the identity of those organisations) before we do so.

Our legal basis for sharing your information with our partners, sector committee and others who help us run the WIIP is to pursue our legitimate interest of being able to work collaboratively with other organisations and individuals to operate and administer the WIIP and any associated events or activities.

Retention of personal data

The WIIP will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy, and in line with the WIIP's overall data retention schedule.

The WIIP will retain and use your information to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our policies. Once the Programme

concludes or your personal data is no longer necessary, it will be securely deleted or anonymised.

Programme Updates and Communications

By providing your contact details to the WIIP (e.g., signing up for updates, attending a working group), you are agreeing to the WIIP storing your professional personal data and to receiving relevant information related to the Programme's remit.

Opt-out: You can unsubscribe from Programme updates at any time by clicking on the relevant link in any communications received from the WIIP or by contacting the Programme delivery team at innovationimplementation@isleutilities.com.

Correspondence Handling

When contacting the WIIP delivery team, you naturally provide us with your personal data included in the content of the correspondence, in particular your email address, name, job title, and organisation. Providing data is voluntary but necessary to establish contact.

The content of correspondence may be archived. You have the right to request the history of any correspondence you have had with us (if archived) as well as to request its deletion, unless archiving it is justified by our overriding interests, such as defending against potential claims or maintaining a record of regulatory engagement.

What are your data protection rights?

The WIIP would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

- **The right to access** – You have the right to request the WIIP for copies of your personal data.
- **The right to rectification** – You have the right to request that the WIIP correct any information you believe is inaccurate. You also have the right to request the WIIP to complete the information you believe is incomplete.
- **The right to erasure** – You have the right to request that the WIIP erase your personal data, under certain conditions.
- **The right to restrict processing** – You have the right to request that the WIIP restrict the processing of your personal data, under certain conditions.
- **The right to object to processing** – You have the right to object to the WIIP processing of your personal data, under certain conditions.

- **The right to data portability** – You have the right to request that the WIIP transfer the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, the WIIP has one month to respond to you. If you would like to exercise any of these rights, please contact the delivery team using the details below.

Changes to our privacy policy

The WIIP keeps its privacy policy under regular review and places any updates on the Programme website. This privacy policy was last updated on 10 December 2025.

How to contact us

If you have any questions about the WIIP's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact the delivery team.

Email us at: innovationimplementation@isleutilities.com