Privacy Notice

Last updated: 16 September 2026

1. About this Privacy Notice

Simply Beds Sussex Ltd ("we", "us" or "our") is committed to protecting your privacy and handling your personal information fairly, lawfully and transparently.

This Privacy Notice explains what personal information we collect, why we use it, who we share it with, how long we keep it and the rights you have.

This includes when you visit our website, contact us, book an appointment, buy or enquire about products, arrange delivery or collection, apply for finance, or use our customer support services.

We process personal information in accordance with the UK General Data Protection Regulation ("UK GDPR"), the Data Protection Act 2018 and other applicable UK privacy and electronic communications laws.

2. Who We Are

Simply Beds Sussex Ltd is the controller responsible for the personal information described in this Privacy Notice.

Company registration number: 13075702
Registered address: Unit 8 Chalex Industrial Estate, Manor Hall Road, Southwick, West Sussex, BN42 4NH
Email: info@simplybedssussex.co.uk
Telephone: 01273 720 400
ICO registration: Details are available on the Information Commissioner's Office register.

If you have any questions about this Privacy Notice or how we use your personal information, please contact us using the details above.

3. Personal Information We Collect

Depending on how you interact with us, we may collect information such as:

We do not usually collect special category information, such as health information. If you choose to provide this type of information, or if it is needed for a specific lawful purpose, we will only use it where data protection law allows.

We collect only the information we need for the relevant purpose.

Your name, contact details, billing and delivery address, order and appointment details, finance enquiry details, website and cookie information, customer service records and marketing preferences.

We do not directly retain full payment card details where payments are processed securely by a third-party payment provider.

The relevant finance provider may collect further information directly from you, including financial and credit-related information. Its own privacy notice will explain how that information is used.

4. How We Collect Personal Information

We collect personal information directly from you, from our website and communications with you, and from trusted third parties where needed, such as payment, delivery, installation or finance providers.

Where another person provides information on your behalf, they should have authority to do so.

5. How and Why We Use Personal Information

We use personal information to handle enquiries, manage appointments and orders, arrange payment, delivery or installation, provide customer support, support finance enquiries, prevent fraud, meet legal and regulatory requirements, improve our services and send marketing where permitted.

6. Our Lawful Bases

We only use your information where we have a lawful reason. This may be to provide products or services, respond to your request, meet legal obligations, protect our business and customers, improve our services, or use your consent for optional activities such as non-essential cookies or certain marketing.

Where we rely on legitimate interests, we consider whether our interests are balanced with your rights and expectations.

You may withdraw consent at any time. Withdrawal will not affect the lawfulness of processing undertaken before consent was withdrawn.

7. Finance Applications and Finance Providers

If you ask us about finance, we may use your information to explain available options and, where needed, share relevant details with a finance provider or lender to help progress your enquiry or application.

We will make clear when your details are being submitted to a finance provider. The finance provider will usually be a separate controller and will explain how it uses your information, including any credit checks or automated processing, in its own privacy notice.

8. Who We Share Personal Information With

We do not sell or rent personal information.

Where necessary and lawful, we may share information with finance providers, payment providers, delivery and installation partners, IT and website service providers, professional advisers, fraud prevention services, regulators, public authorities and other parties where required or permitted by law.

9. International Transfers

Some suppliers or service providers may process personal information outside the United Kingdom.

If your information is sent outside the UK, we will make sure it is protected in line with UK data protection law. Where required, this may include using approved safeguards, such as UK international data transfer terms or another lawful transfer mechanism.

You may contact us for more information about the safeguards relevant to your personal information.

10. How Long We Retain Personal Information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, including meeting legal, accounting, tax, regulatory and contractual requirements.

We keep information only for as long as we need it. This may include keeping order and transaction records for up to seven years, general enquiries and appointment records for up to 12 months, and marketing information until you opt out or the information is no longer needed.

We may retain information for longer where necessary to establish, exercise or defend legal claims, respond to a regulatory request or comply with a legal obligation.

When information is no longer required, it will be securely deleted, destroyed or anonymised.

11. Marketing Communications

Where permitted, we may send information about our products, services, offers or promotions.

We will obtain consent where this is required by applicable electronic marketing laws. Where legally permitted, we may also contact existing customers about similar products or services, subject to providing a clear opportunity to opt out.

You can stop receiving marketing communications at any time by using the unsubscribe option in the communication or contacting us at info@simplybedssussex.co.uk.

Opting out of marketing will not prevent us from sending essential communications about an enquiry, order, delivery, finance application, complaint or warranty.

12. Cookies and Similar Technologies

Our website may use cookies and similar technologies for essential website functions, security, forms, preferences, analytics and, where applicable, advertising or social media features.

We will request consent before setting non-essential cookies. Essential cookies may be used without consent where they are strictly necessary to provide a service requested by you.

You can accept, reject or manage non-essential cookies through our cookie consent tool. More details are available in our Cookie Policy or, where no separate policy is used, in the cookie management tool on our website.

13. Security

We use appropriate technical and organisational measures to protect personal information against accidental or unlawful loss, alteration, destruction, disclosure or access.

We use appropriate security measures, such as access controls, secure service providers, confidentiality requirements and secure payment processing.

No transmission or storage system can be guaranteed to be completely secure. We review our safeguards and update them where appropriate.

14. Automated Decision-Making

We do not make decisions about you based solely on automated processing that have legal or similarly significant effects.

A finance provider may use automated processing as part of assessing a finance application. The finance provider's own privacy notice will explain how it uses information it collects directly from you, including any automated processing that may apply.

15. Your Data Protection Rights

You have rights over your personal information, although these do not apply in every situation.

These rights may include asking for a copy of your information, correcting it, deleting it, restricting or objecting to its use, withdrawing consent, stopping direct marketing, transferring information you provided, or challenging certain automated decisions.

If you contact us about your rights, we will explain clearly what we can do and whether any legal limits apply.

To use any of these rights, please contact us at info@simplybedssussex.co.uk. We may ask for information to confirm your identity. You will not usually need to pay a fee.

16. Complaints

If you are concerned about how we use your personal information, please contact us first so that we can investigate your concerns.

If you are not satisfied with our response, or if you prefer to raise a complaint directly, you can complain to the Information Commissioner's Office:

Information Commissioner's Office
Telephone: 0303 123 1113
Website: https://ico.org.uk/

The ICO is the UK supervisory authority for data protection. You can contact the ICO for guidance or to raise a concern about how your personal information has been handled.

Your right to complain to the ICO is not affected by contacting us first.

17. Children's Information

Our products and services are intended for adults. We do not knowingly collect personal information directly from anyone under 16 through our website.

Where an adult purchases a product for a child, we will ordinarily process the adult purchaser's information rather than the child's information.

18. Third-Party Websites

Our website may contain links to third-party websites or services. Those organisations are responsible for their own processing activities, and their privacy notices will apply when you use their websites or services.

We encourage you to read the applicable privacy notice before providing personal information to a third party.

19. Changes to this Privacy Notice

We may update this Privacy Notice to reflect changes in our services, legal obligations or processing activities.

The latest version will be published on our website. Where a change materially affects how we use personal information, we will take reasonable steps to bring it to the attention of affected individuals.

20. Contact Us

For questions, concerns or requests relating to personal information, contact:

Simply Beds Sussex Ltd
Unit 8 Chalex Industrial Estate
Manor Hall Road
Southwick
West Sussex
BN42 4NH

Email: info@simplybedssussex.co.uk
Telephone: 01273 720 400

ICO registration: Details are available on the Information Commissioner's Office register.