

Privacy Policy

Last updated: 28 September 2026

This Privacy Policy explains how **Keep it Simple Sales Ltd** ("we," "us," or "our") collects, uses, and protects your personal data when you visit our website (the "Site") or use our services.

We are committed to protecting your privacy in compliance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

1. Who We Are (Data Controller)

Keep it Simple Sales Ltd is the data controller responsible for your personal data.

- **Company Name:** Keep it Simple Sales Ltd
- **Company Registration Number:** 16993799
- **Registered Address:** 167 - 169 Great Portland Street, 5th Floor, London, England, W1W 5PF
- **Data Protection Contact:** Privacy Team / Data Protection Manager
- **Contact Email:** hello@keepitsimplesales.uk

2. The Personal Data We Collect

Personal data means any information capable of identifying an individual. We may collect and process the following categories of personal data:

- **Identity & Contact Data:** Name, email address, postal address, phone number.
- **Account & Profile Data:** Username, password, order history, communication preferences.
- **Financial Data:** Payment card details, billing address (processed securely via third-party payment providers).
- **Technical Data:** IP address, browser type and version, time zone setting, operating system, device identifiers.
- **Usage Data:** Information about how you navigate and interact with our Site, products, and services.
- **Marketing & Communications Data:** Your preferences in receiving marketing from us and your communication preferences.

3. How We Collect Your Data

We use different methods to collect data from and about you:

- **Direct Interactions:** You give us your data when filling out forms, creating an account, subscribing to newsletters, placing an order, or contacting us.
- **Automated Technologies:** As you interact with our Site, we automatically collect Technical and Usage Data using cookies and similar tracking tools (see [Section 8: Cookies](#)).
- **Third Parties:** We may receive data about you from third-party analytics providers (e.g., Google Analytics), advertising networks, or payment processors.

4. How We Use Your Personal Data & Our Legal

Grounds

Under the UK GDPR, we must have a lawful basis to process your personal data. We rely on the following bases:

Purpose / Activity	Type of Data	Lawful Basis for Processing
Registering you as a new user or client	Identity, Contact	Performance of a Contract
Delivering services or fulfilling orders	Identity, Contact, Financial, Transaction	Performance of a Contract
Managing our relationship with you (notifying changes, customer service)	Identity, Contact, Profile	Performance of a Contract / Legal Obligation
Sending direct marketing (newsletters, sales updates)	Identity, Contact, Marketing	Consent (or Legitimate Interests for existing customers)
Administering and protecting our business and Site (troubleshooting, maintenance)	Technical, Usage	Legitimate Interests (running our business, network security)
Using analytics to improve our Site, products, and user experience	Technical, Usage	Consent (via Cookie banner) / Legitimate Interests

5. Disclosures of Your Personal Data

We do not sell your personal data. We may share your personal data with trusted third parties for legitimate business purposes:

- **Service Providers:** IT support, cloud hosting, payment gateways, CRM tools, courier services, and email platform providers.
- **Professional Advisers:** Lawyers, bankers, auditors, and insurers.
- **Regulators & Authorities:** HM Revenue & Customs (HMRC), law enforcement, or regulatory bodies where required by law.
- **Business Transfers:** Parties to whom we may choose to sell, transfer, or merge parts of

our business or assets.

All third parties are contractually required to respect the security of your personal data and to treat it in accordance with the law.

6. International Data Transfers

If we transfer your personal data outside the UK (for example, to cloud servers based in the US or Europe), we ensure a similar degree of protection is afforded to it by implementing at least one of the following safeguards:

- Transferring data to countries deemed to provide an adequate level of protection for personal data by the UK Government.
- Using specific contractual clauses approved for use in the UK (such as the UK International Data Transfer Agreement or Addendum) which give personal data the same protection it has in the UK.

7. Data Retention & Security

Retention

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for satisfying any legal, accounting, or reporting requirements (e.g., UK tax law requires keeping customer transaction data for 6 years after the end of the tax year).

Security

We have put in place appropriate technical and organizational security measures to prevent your personal data from being accidentally lost, used, accessed in an unauthorized way, altered, or disclosed. Access to your personal data is restricted to employees and third parties with a legitimate business need to know.

8. Cookies and Tracking Technologies

Our Site uses cookies and similar technologies to distinguish you from other users, enhance user experience, and analyze site traffic.

- **Strictly Necessary Cookies:** Essential for the Site to function (e.g., shopping cart, user logins).
- **Analytics/Performance Cookies:** Help us understand how visitors interact with the Site.
- **Functionality Cookies:** Recognize you when you return to our Site.
- **Targeting/Advertising Cookies:** Record your visit, pages visited, and links followed to deliver relevant advertising.

You can manage or withdraw your consent for non-essential cookies at any time via our Cookie Settings banner on the website or through your browser settings.

9. Your Legal Rights

Under the UK GDPR, you have the following rights regarding your personal data:

- **Right to Access:** Request a copy of the personal data we hold about you (Subject Access Request).
- **Right to Rectification:** Request correction of incomplete or inaccurate data.
- **Right to Erasure ("Right to be Forgotten"):** Request deletion of your personal data

where there is no good reason for us to continue processing it.

- **Right to Object:** Object to processing based on legitimate interests or direct marketing.
- **Right to Restrict Processing:** Request suspension of processing under certain scenarios.
- **Right to Data Portability:** Request transfer of your data to you or a third party in a structured format.
- **Right to Withdraw Consent:** Withdraw consent at any time where we rely on consent to process your data.

To exercise any of these rights, please contact us at **hello@keepitsimplesales.uk**. We do not charge a fee for reasonable requests and aim to respond within **one month**.

10. How to Complain

If you have any concerns about our use of your personal data, please contact us first at **hello@keepitsimplesales.uk** so we can resolve the issue.

You also have the right to lodge a complaint at any time with the UK supervisory authority for data protection:

Information Commissioner's Office (ICO)

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Helpline: 0303 123 1113

Website: www.ico.org.uk

11. Changes to This Privacy Policy

We review and update this policy periodically to reflect changes in our legal obligations or business practices. Any updates will be posted on this page with an updated revision date.