

# The Bed Superstore (Bristol) Ltd Privacy Policy

## 1. Who we are

The Bed Superstore (Bristol) Ltd  
6-10 Chapel Lane, Clay Hill,  
Bristol  
BS5 7EY

Reg Number: 5092274

VAT Number: 827149418

## 2. Purposes and content

The Bed Superstore (Bristol) Ltd (“we”) are committed to protecting your privacy and your personal data. This privacy notice describes how we process and use the personal data that we receive from you and how you can contact us if you have additional questions regarding our processing of your personal data.

## 3. Website Cookies

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes (all data is anonymised) and then the data is removed from the system.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

## 4. What personal data will be collected, processed and why?

- 4.1. We do not collect any personal identifying information without your knowledge when you visit our website.
- 4.2. Our use of your personal data collected from you will always have a lawful basis because it is necessary for Our performance of a contract with you relating to the purchases of our products.
- 4.3. We collect and process your data, such as name, email address, address, telephone number as well as financial information in connection with your purchase of our products in order to;
  - 4.3.1. to process any orders or payments that you make
  - 4.3.2. to deliver goods to you as requested
  - 4.3.3. to respond to any queries, refunds requests or complaints

## **5. Who has access to your personal data?**

5.1. We have implemented appropriate technical and organisational measures to protect your personal data against loss, unlawful access, etc. The number of persons with access to your personal data is limited and only individuals associated with The Bed Superstore Ltd.

5.2. We will not supply your name and address to any third party without your consent except where required to do so by law for law enforcement purposes.

## **6. For how long is your personal data stored?**

We store the personal data as long as it is necessary to fulfil the purpose for which the personal data has been collected. This means that we delete your personal data when such data is no longer necessary to process a request, an order or to administrate your purchase.

## **7. Access to your personal information**

You are entitled to know what personal data we are processing regarding you, and you can request a copy of such data. You are entitled to have incorrect personal data regarding you corrected, and in some cases you may request that we delete your personal data.

**Please note that limitation or deletion of your personal data may result in us not being able to fulfil our obligations under an agreement with you.**

Please address requests to:

The Data Protection Officer  
The Bed Superstore (Bristol) Ltd,  
6-10 Chapel Lane, Clay Hill,  
Bristol  
BS5 7EY