

Privacy Policy

Last updated: April 2026

This Privacy Policy explains how **Sussex Tech Support Ltd** collects, uses, stores and protects personal information when you use <https://sussex.tech>, contact us, buy from us, subscribe to our communications or otherwise interact with us.

We are committed to protecting your privacy and handling your personal information in accordance with the UK General Data Protection Regulation, the Data Protection Act 2018 and other applicable UK data protection laws.

1. Who we are

Organisation name: Sussex Tech Support Ltd

Trading name: Sussex Tech Support

Registered address: Delta House, 16 Bridge Road, Haywards Heath, West Sussex, United Kingdom, RH17 5SL

Company number: 14209677

Email: contact@sussex.tech

Telephone: 01444 223850

If you have any questions about this Privacy Policy or how we use your personal information, contact us at the address above.

2. Information we collect

We may collect and use the following types of personal information:

Information you provide to us

This may include:

- your name;
- email address;
- phone number;
- postal or billing address;
- payment and transaction details;
- account login details, if you create an account;
- messages, enquiries or support requests you send to us;
- marketing preferences;

- reviews, feedback or survey responses;
- any other information you choose to provide.

Information collected automatically

When you use our website, we may automatically collect:

- IP address;
- browser type and version;
- device type;
- operating system;
- pages visited;
- time and date of visits;
- referral source;
- approximate location;
- cookie identifiers;
- website usage and analytics data.

Information from third parties

We may receive information about you from third parties, such as:

- payment providers;
- delivery or fulfilment partners;
- analytics providers;
- advertising platforms;
- social media platforms;
- fraud prevention or identity verification services;
- publicly available sources.

3. How we use your personal information

We use your personal information for the following purposes:

Purpose	Type of data used	Lawful basis
To provide our website and services	Contact details, account details, usage data	Legitimate interests / contract

Purpose	Type of data used	Lawful basis
To process orders, bookings or purchases	Contact details, payment details, transaction details	Contract
To respond to enquiries or customer support requests	Contact details, message content	Legitimate interests / contract
To manage your account	Contact details, login details, account activity	Contract
To send service updates or important notices	Contact details	Legitimate interests / contract
To send marketing communications	Contact details, marketing preferences	Consent / legitimate interests, depending on the circumstances
To improve our website and services	Usage data, analytics data, feedback	Legitimate interests
To personalise your experience	Usage data, preferences	Consent / legitimate interests
To prevent fraud and protect our website	Technical data, transaction data	Legitimate interests / legal obligation
To comply with legal, tax and accounting obligations	Transaction records, contact details	Legal obligation
To enforce our terms or defend legal claims	Relevant account, transaction and communication data	Legitimate interests / legal obligation

Where we rely on **legitimate interests**, we only do so where we have considered your rights and interests and concluded that our business interest does not override your privacy rights.

4. Marketing communications

We may use your contact details to send you marketing communications where permitted by law.

You can opt out of marketing at any time by:

- clicking the unsubscribe link in our emails;

- contacting us at contact@sussex.tech;
- updating your account or communication preferences, where available.

We will still send you non-marketing messages where necessary, such as order confirmations, service updates or important account notices.

5. Cookies and similar technologies

Our website may use cookies and similar technologies to:

- make the website work properly;
- remember your preferences;
- analyse website traffic;
- improve website performance;
- personalise content;
- support advertising or remarketing.

Some cookies are essential. Others, such as analytics or advertising cookies, will only be used where required by law after you have given consent.

For more information, please see our **Cookie Policy**.

You can also manage cookies through your browser settings.

6. Who we share your information with

We may share your personal information with:

- website hosting providers;
- IT and system administration providers;
- payment processors;
- delivery, fulfilment or logistics partners;
- customer support platforms;
- email marketing providers;
- analytics providers;
- advertising platforms;
- professional advisers, including accountants, lawyers and insurers;
- regulators, law enforcement bodies or government authorities where required by law;

- buyers, investors or other parties involved in a business sale, merger, restructuring or investment.

We only share personal information where necessary and require service providers to protect it appropriately.

7. International transfers

Some of our service providers may process personal information outside the UK.

Where we transfer personal information outside the UK, we will ensure that appropriate safeguards are in place. These may include:

- an adequacy decision or regulation confirming that the destination provides adequate protection;
- the UK International Data Transfer Agreement;
- the UK Addendum to the EU Standard Contractual Clauses;
- another lawful transfer mechanism under UK data protection law.

You can contact us for more information about international transfers and the safeguards we use.

8. How long we keep your information

We keep personal information only for as long as necessary for the purposes described in this Privacy Policy.

Retention periods may vary depending on:

- the type of information;
- the reason we collected it;
- legal, accounting or reporting requirements;
- whether there is an ongoing relationship with you;
- whether we need the information to resolve disputes or enforce agreements.

As a general guide:

Type of information	Typical retention period
Customer account information	For as long as your account remains active, then for up to 6 years for tax and accounting purposes

Type of information	Typical retention period
Order and transaction records	Up to 6 years for tax and accounting purposes
Enquiry records	Up to one year after the enquiry is resolved
Marketing records	Until you unsubscribe or withdraw consent
Website analytics data	Up to 3 months
Legal dispute records	For as long as necessary to manage the claim or potential claim

When we no longer need your information, we will delete it, anonymise it or securely archive it.

9. How we protect your information

We use appropriate technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure.

These measures may include:

- secure hosting;
- access controls;
- password protection;
- encryption;
- staff training;
- regular system monitoring;
- security reviews;
- supplier due diligence.

No website or online service can be completely secure, so you should also take care when sharing information online.

10. Your data protection rights

Under UK data protection law, you may have the following rights:

- **Right of access:** to request a copy of the personal information we hold about you.
- **Right to rectification:** to ask us to correct inaccurate or incomplete information.

- **Right to erasure:** to ask us to delete your personal information in certain circumstances.
- **Right to restriction:** to ask us to restrict how we use your information.
- **Right to object:** to object to certain uses of your information, including direct marketing.
- **Right to data portability:** to receive certain information in a structured, commonly used and machine-readable format.
- **Right to withdraw consent:** where we rely on consent, you can withdraw it at any time.
- **Right to complain:** to complain to the UK Information Commissioner's Office.

To exercise your rights, contact us at:

Email: contact@sussex.tech

We may need to verify your identity before responding to your request.

11. Complaints

We would appreciate the opportunity to deal with your concerns first. Please contact us at:

Email: contact@sussex.tech

You also have the right to complain to the UK Information Commissioner's Office, the UK regulator for data protection matters.

ICO website: <https://ico.org.uk>

ICO telephone: 0303 123 1113

12. Third-party links

Our website may contain links to third-party websites, plugins or services. We are not responsible for the privacy practices of those third parties. You should read their privacy policies before providing them with your personal information.

13. Children's privacy

Our website is not intended for children under the age of 18, and we do not knowingly collect personal information from children.

If you believe a child has provided us with personal information, please contact us and we will take appropriate steps to delete it.

14. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. The latest version will always be available on this page.

Where changes are significant, we may notify you by email or by displaying a notice on our website.