

Privacy Policy

How The SIM Warehouse collects, uses, shares and protects personal information, including enquiry, order, activation and coverage-help information.

1. About this Privacy Policy

This Privacy Policy explains how The SIM Warehouse collects, uses, shares and protects personal information. It applies to website visitors, business contacts, prospective customers, customers, supplier contacts, authorised account users, service users and people who contact us.

The SIM Warehouse mainly provides services to businesses, but business information can still include personal information such as names, work email addresses, direct dial numbers, mobile numbers, SIM user details, call records, account notes and contact history.

2. Controller details

Controller The SIMS Warehouse Limited trading as The SIM Warehouse	Company number 15013747
Email hello@thesimwarehouse.co.uk	Address The Junction, Merchants Quay, Salford Quays, Manchester, M50 3SG

3. Personal information we collect

- identity and contact details, such as name, job title, company name, email address, phone number, postal address and authorised-user status
- business account details, such as services, contract dates, plan details, service addresses, billing account numbers, customer references and support history
- SIM and service information, such as mobile numbers, SIM numbers, eSIM details, porting details, network, tariff, usage records, roaming, bars, caps, activation status and fault/support records
- communications information, such as emails, call notes, call recordings, enquiries, complaints, meeting notes and support tickets
- billing and payment information, such as invoices, Direct Debit status, payment records, debt status and credit-control notes
- website and analytics information, such as IP address, device/browser type, pages viewed, referral source and cookie preferences
- coverage-help information, such as postcode, business location, network preference, use case, coverage concerns and requested follow-up
- marketing preferences and engagement information, such as opt-outs, campaign responses and interest in services

4. How we collect information

- directly from customers and contacts by phone, email, web form, order form, activation form, meetings, documents or account activity
- from customer representatives and authorised users
- from suppliers, network providers, mobile providers, payment providers and credit-control partners
- from public sources such as Companies House, business websites, directories, LinkedIn/company pages and other business contact sources where appropriate
- from website technologies, analytics tools and cookies
- from internal systems such as CRM, Google Workspace, Google Sheets, email, call systems, support tools and reporting dashboards

5. Why we use personal information and lawful basis

Purpose	Examples	Lawful basis
Responding to enquiries	Contact forms, callbacks, coverage-help requests and quote requests	Legitimate interests; steps before contract
Providing services	Orders, SIM activation, porting, support, billing and account management	Contract; legitimate interests; legal obligations
Managing suppliers and networks	Passing details to mobile networks, wholesalers or platforms to provide or support services	Contract; legitimate interests
Billing and payment	Invoices, Direct Debit, payment chasing, credit control and debt recovery	Contract; legitimate interests; legal obligations
Security and fraud prevention	Account verification, call recording, fraud monitoring, usage restrictions and lost SIM handling	Legitimate interests; legal obligations
Business marketing	Relevant business SIM, mobile data, switching and coverage updates	Legitimate interests or consent where required by PECR
Website analytics and cookies	Understanding website use and improving content	Consent where required; legitimate interests for essential security/operation
Compliance and complaints	Handling complaints, audits, regulatory enquiries and legal claims	Legal obligations; legitimate interests

6. Coverage-help and order information

If you complete a coverage-help request, order form or activation form, we use the information to check suitable networks, respond to your enquiry, prepare recommendations, create or update a lead/customer record, arrange follow-up, activate services and identify services that may be relevant to your organisation. This information may be processed through website forms, CRM, Google Workspace/Sheets, email systems and supplier portals. It may be shared with relevant suppliers only where needed to check availability, prepare options, progress an enquiry or provide a requested service.

7. Sharing personal information

We may share personal information with:

- mobile networks, wholesalers, connectivity suppliers and service platforms
- IT, hosting, website, email, CRM, analytics and support providers
- payment, Direct Debit, accounting, credit-control and debt-recovery providers
- professional advisers, insurers, auditors and legal advisers
- regulators, ADR schemes, law enforcement or public authorities where required
- a buyer or successor if our business or assets are sold, merged or reorganised

We do not sell personal information to advertisers.

8. International transfers

Some systems or suppliers may process information outside the UK. Where this happens, we will use appropriate safeguards required by UK data protection law, such as adequacy regulations, approved transfer mechanisms or contractual protections.

9. How long we keep information

- customer account and contract records: normally up to 7 years after account closure
- billing and accounting records: normally 6 to 7 years
- call recordings: normally up to 12 months unless needed for dispute, training, compliance or legal reasons
- enquiry/lead records: normally up to 12 months after last meaningful contact
- marketing suppression records: retained as needed to respect opt-outs
- website analytics/cookie data: in line with cookie settings and tool retention periods

10. Your rights

Depending on the circumstances, individuals may have rights to access, correct, delete, restrict or object to processing of their personal information, ask for portability, withdraw consent where consent is used, and complain about how their data is handled. Requests can be sent to hello@thesimwarehouse.co.uk. We may need to verify identity and authority before responding.

11. Marketing choices

You can opt out of marketing at any time by replying to an email, using any unsubscribe option provided, or contacting hello@thesimwarehouse.co.uk. We may still send service, billing, contract, renewal, security and support communications where needed.

12. Data protection complaints

If you are unhappy with how we handle personal information, please contact us first so we can investigate. You may also complain to the Information Commissioner's Office via its website.

13. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. The latest version will be published on our website.

Company and contact details

The SIMS Warehouse Limited. Registered in England and Wales under company number 15013747. Registered office: 268 Tottington Road, Bolton, England, BL2 4DN.

Contact address: The Junction, Merchants Quay, Salford Quays, Manchester, M50 3SG. Email: hello@thesimwarehouse.co.uk.