Privacy Notice Easysofa (SVHH Products B.V.)

Who we are

SVHH Products B.V., trading under the name Easysofa (hereinafter referred to as “Easysofa”), is responsible for the processing of personal data as described in this privacy notice. www.easysofa.com is a website operated by Easysofa.

- Postal and business address: Van Heemstraweg 42-04, 6658 KH Beneden-Leeuwen, the Netherlands
- Dutch Chamber of Commerce registration number: 30232893
- Telephone: +31 (0)88 712 7800
- Email: info@easysofa.com
- Privacy enquiries: admin@easysofa.com

Personal data we process

Easysofa processes personal data because you, or the organisation you work for, use our services, do business with us as a customer, supplier or agent, and/or because you provide this information to us directly, for example via the contact form on our website.

Easysofa may process the following personal data:

- Your first and last name
- The name of your organisation and your position
- Your address details, including your business address and, where necessary for delivery, your delivery address
- Your telephone number
- Your email address
- Order, invoicing and payment details relating to your organisation
- Correspondence with us, such as enquiries, complaints and service requests
- Your IP address and information about your visit to our website

Easysofa does not process special categories of personal data, such as information concerning health, religion or ethnic origin, and does not knowingly collect personal data from anyone under the age of 16.

Why we need your data

Easysofa processes your personal data only for the purposes listed below and only where there is a lawful basis for doing so in accordance with Article 6 of the General Data Protection Regulation (GDPR).

Purpose	Legal basis
To contact you by telephone or in writing, by email and/or post, when you ask us to do so	Legitimate interest / performance of a contract
To perform an agreement entered into with you or your organisation, including quotations, orders, deliveries and invoicing	Performance of a contract
To keep you informed about the progress of your order and delivery	Performance of a contract
To provide advice and support regarding the use and maintenance of products purchased from us	Performance of a contract
To respond appropriately to any complaint or service request	Performance of a contract / legitimate interest
To inform you about new products, collections, promotions or services, including through newsletters	Consent or legitimate interest for existing business relationships; you may unsubscribe at any time
To comply with legal obligations, such as statutory tax record retention requirements	Legal obligation
To improve and secure our website	Legitimate interest

Easysofa does not make decisions based solely on automated processing that may have legal or similarly significant effects on you.

How long we retain your data

Easysofa does not retain your personal data for longer than is strictly necessary for the purposes for which it was collected. We apply the following retention periods:

- Administrative records, such as quotations, orders and invoices: 7 years, due to statutory tax retention requirements
- Contact details of business relationships: for the duration of the business relationship and for up to 2 years afterwards
- Information submitted through the contact form where no agreement results from the enquiry: a maximum of 1 year
- Data used for newsletters: until you unsubscribe

You may ask us to delete your personal data at any time. We will do so unless we are legally required to retain the data for a longer period.

Sharing data with others

Easysofa does not sell your personal data. We only share your data with third parties where this is necessary to perform an agreement with you, to comply with a legal obligation, or where we have a legitimate interest in doing so.

These third parties may include:

- Any sister companies and subsidiaries of SVHH Products B.V.
- Our IT service providers and suppliers of software and hosting services used for our administration, email and website
- Carriers and logistics partners responsible for delivering our products
- Our commercial agents, insofar as this is necessary to serve your organisation
- Our accountant, advisers and public authorities, such as the Dutch Tax and Customs Administration, where required by law
- Professionals and employees of Easysofa

We enter into data processing agreements with parties that process personal data on our behalf in order to ensure an appropriate level of security and confidentiality. Our employees are required to respect the confidentiality of your personal data and your privacy.

In principle, we process your personal data within the European Economic Area (EEA). If personal data is processed outside the EEA, for example by a software provider, we ensure that appropriate safeguards are in place, such as the European Commission's Standard Contractual Clauses.

Cookies

Our website uses functional cookies that are necessary for the website to operate properly. We may also use analytical cookies to measure how the website is used so that we can improve it.

Cookies that are not strictly necessary will only be placed with your consent. You can disable or delete cookies at any time through your browser settings.

Accessing, correcting or deleting your data

Under the GDPR, you have the following rights:

- The right to access the personal data we process about you
- The right to correct inaccurate or incomplete personal data
- The right to have your personal data deleted
- The right to restrict the processing of your personal data
- The right to data portability
- The right to object to the processing of your personal data, including processing for direct marketing purposes
- The right to withdraw consent previously given, without affecting the lawfulness of any processing carried out before consent was withdrawn

You can submit a request by emailing admin@easysofa.com. To prevent misuse, we may ask you to verify your identity.

Easysofa will respond to your request as soon as possible and, in any event, within one month.

If you are not satisfied with the way we handle your personal data, please contact us first. You also have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

Security

Easysofa takes the protection of your personal data seriously and implements appropriate technical and organisational measures to prevent misuse, loss, unauthorised access, unwanted disclosure and unauthorised alteration.

If you believe that your personal data is not adequately protected, if there are indications of misuse, or if you would like more information about the security of personal data collected by Easysofa, please contact us at admin@easysofa.com.

Changes

Easysofa may amend this privacy notice, for example in response to new legislation or changes to our services. The most recent version will always be available on our website.

This version was adopted on 5 October 2026.Privacy Statement Easysofa (SVHH Products B.V.)

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To respond appropriately to any complaint or service request	Performance of a contract / legitimate interest
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