



Simply Blue
Energy

Use of Website Privacy Notice

August 2026

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Distribution list

Company	Name	Location	Electronic Copy
Public	Public document	SBE Website	Yes

Company Contact Information

Simply Blue Energy (OSW) Ltd
Company registered in Ireland
Company Number: 497634
Registered Address: Centre Park House, Centre Park Road, Cork, T12 RK0N, Ireland

Document title	Date	Author	Reviewed By	Status	Page 2 of 12	
SBG-SBG-GRP-CMN-PCY-0002-R01		CR	SB	IFR		
 Enter link to project website  Enter project email						

CONTENTS

What personal information does Simply Blue Energy OSW Ltd collect when you visit our website and why?	4
The personal information that we may collect about you when you visit our website broadly falls into the following categories:	4
Information that you provide voluntarily	4
Information we collect automatically	5
Sources of personal information	5
How we use your personal information	6
Sharing your personal information	6
Legal basis for processing personal information	7
Cookies	7
Automated Decision-Making	8
International Transfers	8
Keeping your information secure	8
Data Retention	9
Your Data Protection Rights	9
Complaints	10
Contact Us	10
Updates to this Privacy Notice	11

Document title	Date	Author	Reviewed By	Status	Page 3 of 12
SBG-SBG-GRP-CMN-PCY-0002-R01		CR	SB	IFR	
 Enter link to project website  Enter project email					

Simply Blue Energy OSW Ltd respects your right to privacy. This Privacy Notice explains who we are, how we collect, share and use personal information about you, and how you can exercise your privacy rights. It applies to all individuals who access our website at simplyblueenergy.com. We recommend that you read this Privacy Notice in full to ensure you are fully informed. Simply Blue Energy is a limited liability company. For more information about Simply Blue Energy OSW Ltd, please see the “Contacts” section of our Website.

What personal information does Simply Blue Energy OSW Ltd collect when you visit our website and why?

The personal information that we may collect about you when you visit our website broadly falls into the following categories:

Information that you provide voluntarily

We collect personal information that you choose to provide to us through our website, for example when you complete a contact form, register for an event, subscribe to our communications or otherwise contact us.

The personal information we collect may include:

- your name and job title;
- the company or organisation you represent;
- your email address and telephone number;
- your postal code or general location;
- your preferences and areas of interest;
- information you provide when responding to surveys or feedback requests; and
- any other personal information you choose to provide.

If we ask you to provide personal information that is not described above, we will explain what information we require and why it is needed at the time we collect it.

Document title	Date	Author	Reviewed By	Status	Page 4 of 12	
SBG-SBG-GRP-CMN-PCY-0002-R01		CR	SB	IFR		
 Enter link to project website  Enter project email						

Information we collect automatically

When you visit our website, we automatically collect certain technical information from your device. This may include:

- your IP address;
- browser type and version;
- operating system;
- device identifiers;
- referring website;
- pages viewed;
- links clicked;
- date and time of access; and
- approximate geographic location (such as country or city).

We collect this information to:

- maintain the security and integrity of our website;
- understand how visitors use our website;
- improve website functionality and user experience;
- monitor website performance; and
- produce aggregated statistical reports about website usage.

Some of this information is collected through cookies and similar technologies. Further information is available in our Cookie Notice.

Sources of personal information

We generally collect personal information directly from you when you interact with our website or communicate with us. We also collect certain technical information automatically through cookies and similar technologies. In limited circumstances, we may receive information from publicly available sources or trusted third parties where this is necessary for our legitimate business purposes and permitted by applicable law.

Document title	Date	Author	Reviewed By	Status	Page 5 of 12	
SBG-SBG-GRP-CMN-PCY-0002-R01		CR	SB	IFR		
 Enter link to project website  Enter project email						

How we use your personal information

We use your personal information to:

- respond to enquiries submitted through our website;
- provide information or services you request;
- administer events, webinars and registrations;
- communicate with you regarding our services;
- improve the content, functionality and performance of our website;
- analyse website usage and visitor trends;
- send marketing communications where you have consented or where otherwise permitted by law;
- maintain the security of our systems and website; and
- comply with our legal and regulatory obligations.

Sharing your personal information

We may disclose your personal information to:

- companies within our corporate group where necessary for internal administration;
- carefully selected third-party service providers who provide services on our behalf, including website hosting, cloud computing, IT support, website analytics, customer relationship management systems, email communications and event management services;
- professional advisers including legal, financial and insurance advisers;
- competent regulatory authorities, courts, law enforcement agencies or other public authorities where required by law or where necessary to establish, exercise or defend legal claims;
- a prospective purchaser or successor organisation in connection with any proposed sale, merger or restructuring of our business; and
- any other person where you have provided your consent or where disclosure is otherwise permitted or required by law.

All third-party processors are required to process your personal information only in accordance with our instructions and applicable data protection legislation.

Document title	Date	Author	Reviewed By	Status	Page 6 of 12	
SBG-SBG-GRP-CMN-PCY-0002-R01		CR	SB	IFR		
 Enter link to project website  Enter project email						

Legal basis for processing personal information

We process personal information only where we have a lawful basis to do so under the GDPR.

Depending on the circumstances, we rely on one or more of the following legal bases:

Processing Activity	Legal Basis
Responding to enquiries	Legitimate interests
Providing requested information or services	Performance of a contract or taking steps before entering into a contract
Administering events	Performance of a contract/legitimate interest
Website analytics (where consent is required)	Consent
Marketing communications	Consent or legitimate interests where permitted by law
Website security and fraud prevention	Legitimate interests
Compliance with legal obligations	Legal obligation

Where we rely upon our legitimate interests, we have carefully considered and balanced those interests against your rights and freedoms.

If you have questions regarding the legal basis on which we process your personal information, please contact us using the details in the “Contact Us@ section later in this notice.

Cookies

Our website uses cookies and similar technologies to ensure that the website functions correctly, improve your browsing experience, analyse website usage and, where applicable, support our marketing activities.

Where required by law, we will obtain your consent before placing non-essential cookies on your device. You may withdraw or amend your cookie preferences at any time through our cookie management tool or browser settings.

Further information is available in our Cookie Notice.

Document title	Date	Author	Reviewed By	Status	Page 7 of 12	
SBG-SBG-GRP-CMN-PCY-0002-R01		CR	SB	IFR		
 Enter link to project website  Enter project email						

Automated Decision-Making

We do not use your personal information to make decisions based solely on automated processing, including profiling, which produce legal or similarly significant effects concerning you.

International Transfers

Our website servers are located in Ireland. However, when we collect your personal information, it may be processed in countries that may have data protection laws that are different to the laws of your country. However, we have taken appropriate safeguards to require that the personal information we process will remain protected in accordance with this Privacy Notice when transferred internationally, including when processed internationally by our third-party service providers and partners. If you have questions about, or need further information concerning, international data transfers, please send an email to data.protection@simplyblueenergy.com

Keeping your information secure

We use appropriate technical and organisational measures to protect the personal information that we collect and process about you. The measures we use are designed to provide a level of security appropriate to the risk of processing your personal information.

Document title	Date	Author	Reviewed By	Status	Page 8 of 12	
SBG-SBG-GRP-CMN-PCY-0002-R01		CR	SB	IFR		
 Enter link to project website  Enter project email						

Data Retention

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected, including to satisfy legal, regulatory, accounting or reporting requirements.

Typical retention periods include:

- website enquiries – up to two years after the enquiry has been concluded;
- event registrations – up to two years following the event;
- marketing preferences – until you withdraw your consent or unsubscribe;
- website analytics information – in accordance with the retention settings of our analytics provider; and
- records required for legal or regulatory compliance – for the period required under applicable legislation.

Where personal information is no longer required, it will be securely deleted or anonymised.

Your Data Protection Rights

Subject to applicable law, you have the right to:

- request access to your personal information;
- request correction of inaccurate or incomplete personal information;
- request deletion of your personal information;
- request restriction of processing;
- object to certain processing activities, including direct marketing;
- request a copy of your personal information in a structured, commonly used and machine-readable format where applicable;
- withdraw your consent at any time where processing is based on consent; and
- lodge a complaint with the Irish Data Protection Commission.

You have the right to complain to a data protection authority about our collection and use of your personal information. For more information, please contact your local data protection authority. (Contact details for data protection authorities in the European Economic Area, Switzerland and certain non-European countries (including the US and Canada) are available below.)

Document title	Date	Author	Reviewed By	Status	Page 9 of 12	
SBG-SBG-GRP-CMN-PCY-0002-R01		CR	SB	IFR		
 Enter link to project website  Enter project email						

You can exercise your rights by contacting us using the “Contact Us” details below. We respond to all requests received from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

If you no longer wish to receive marketing communications, you may unsubscribe using the link contained within our emails or by contacting us directly.

Complaints

If you believe that we have processed your personal information unlawfully, you have the right to lodge a complaint with the **Data Protection Commission (DPC)**.

Further information is available at www.dataprotection.ie. Or below.

Jurisdiction	Supervisory Authority
Republic of Ireland	Data Protection Commission (DPC)
United Kingdom	Information Commissioner’s Office (ICO)
Greece	Hellenic Data Protection Authority
Spain	Spanish Data Protection Agency (AEPD)
Portugal	Comissão Nacional de Proteção de Dados (CNPd)
Sweden	Swedish Authority for Privacy Protection (IMY)
Canada	Office of the Privacy Commissioner of Canada

Contact Us

If you have any questions regarding this Privacy Notice or the way in which we process your personal information, please contact:

SBE OSW Limited

Document title	Date	Author	Reviewed By	Status	Page 10 of 12	
SBG-SBG-GRP-CMN-PCY-0002-R01		CR	SB	IFR		
 Enter link to project website  Enter project email						

Registered Office: Centre Park House, Centre Park Road, Cork, Ireland T12 RK0N

Email: data.protection@simplyblueenergy.com

Company Registration Number: 497634

Updates to this Privacy Notice

We may update this Privacy Notice from time to time to reflect changes in legal requirements, our business operations or the services we provide.

Where appropriate, we will notify you of material changes in accordance with applicable data protection law.

Document title	Date	Author	Reviewed By	Status	Page 11 of 12	
SBG-SBG-GRP-CMN-PCY-0002-R01		CR	SB	IFR		
 Enter link to project website  Enter project email						

Document title	Date	Author	Reviewed By	Status	Page 12 of 12	
SBG-SBG-GRP-CMN-PCY-0002-R01		CR	SB	IFR		
 Enter link to project website  Enter project email						