

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and complete your contract including:	(a) Identity	(a) Performance of a contract with you
(a) Manage payments, fees and charges	(b) Contact	(b) Necessary for our legitimate interests (to recover debts due to us)
(b) Collect and recover money owed to us	(c) Financial (d) Transaction (e) Marketing and Communications	
To manage our relationship with you which will include:	(a) Identity	(a) Performance of a contract with you
(a) Notifying you about changes to our terms or privacy policy	(b) Contact	(b) Necessary to comply with a legal obligation
(b) Asking you to leave a review or take a survey	(c) Profile (d) Marketing and Communications	(c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To enable you to partake in a prize draw, competition or complete a survey	(a) Identity  (b) Contact  (c) Profile (d) Usage  (e) Marketing and Communications	(a) Performance of a contract with you  (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact  (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)  (b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact  (c) Profile (d) Usage  (e) Marketing and Communications  (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	a) Identity (b) Contact  (c) Technical (d) Usage  (e) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)