

Purpose/Activity	Type of data	Lawful basis/bases for processing including basis of legitimate interest
To register you as a new member or customer	1. (a) Identity 2. (b) Contact	Performance of a contract with you
To process and deliver your requests and orders including: 3. (a) Fulfilment of requests placed by you or on your behalf 4. (b) Manage payments, fees and charges 5. (c) Collect and recover money owed to us	6. (a) Identity 7. (b) Contact 8. (c) Financial 9. (d) Transaction 10. (e) Marketing and Communications	11. (a) Performance of a contract with you 12. (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: 13. (a) Notifying you about changes to our terms or privacy policy 14. (b) Asking you to leave a review or take a survey	15. (a) Identity 16. (b) Contact 17. (c) Profile 18. (d) Marketing and Communications	19. (a) Performance of a contract with you 20. (b) Necessary to comply with a legal obligation 21. (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	22. (a) Identity 23. (b) Contact 24. (c) Profile 25. (d) Usage 26. (e) Marketing and Communications	27. (a) Performance of a contract with you 28. (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)	29. (a) Identity 30. (b) Contact 31. (c) Technical	32. (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) 33. (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	34. (a) Identity 35. (b) Contact 36. (c) Profile 37. (d) Usage 38. (e) Marketing and Communications 39. (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	40. (a) Technical 41. (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	42. (a) Identity 43. (b) Contact 44. (c) Technical 45. (d) Usage 46. (e) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)