

<b>Purpose</b>	<b>Type of data</b>	<b>Lawful basis for processing (including basis of legitimate interest)</b>
To create an account and to register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver your order including: (a) managing payments, fees and charges; and (b) collecting and recovering money owed to us	(a) Identity (b) Contact (c) Transaction (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you, including: (a) notifying you about changes to the Site Terms, including this Privacy Policy; and (b) asking you to leave a review or to take part in a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products or digital content)
To enable you to take part 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 or digital content, to develop them and to expand our business)
To administer and protect our business and the Site (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 Site content, newsletters and/or advertisements to you and	(a) Identity (b) Contact	Necessary for our legitimate interests (to study how customers use our products or

<p>to measure or understand the effectiveness of any such Site content, newsletters and/or advertising we serve to you</p>	<p>(c) Profile (d) Usage (e) Marketing and Communications (f) Technical</p>	<p>digital content, to develop them, to expand our business and to inform our marketing strategy)</p>
<p>To use data analytics to improve the Site, products, marketing, customer relationships and experiences</p>	<p>(a) Technical (b) Usage</p>	<p>Necessary for our legitimate interests (to define types of customers for our products or digital content, to keep the Site updated and relevant, to develop our business and to inform our marketing strategy)</p>
<p>To make suggestions and recommendations to you about goods or services that may be of interest to you</p>	<p>(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile</p>	<p>Necessary for our legitimate interests (to develop our products or digital content and to expand our business)</p>