

Data protection & privacy policy

How do we use your information

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To deliver relevant Site content and advertisements to you and measure or understand the effectiveness of our content and advertising	<ul style="list-style-type: none"> • Identity data • Contact data • Profile data • Marketing and Communications data • Technical data 	Necessary for our legitimate interests (for example; to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To provide you with the information and communications which are of interest to you	<ul style="list-style-type: none"> • Identity data • Contact data • Profile data • Marketing and Communications data 	Your consent
<p>To use data analytics to assess and improve:</p> <ul style="list-style-type: none"> • our Site, • our products/services, • our marketing, • our customer relationship management; and • our customer or prospective customer data collection 	<ul style="list-style-type: none"> • Technical data • Identity data • Contact data 	Necessary for our legitimate interests (for example to define types of users of our Site and customers for our outpace services, to keep our Site updated and relevant, to develop our business and inform our marketing strategy).
To administer and protect our business and our Site	<ul style="list-style-type: none"> • Identity data • Contact data • Technical data 	<ul style="list-style-type: none"> • Necessary for our legitimate interests (for example; for running our business,

		<p>provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)</p> <ul style="list-style-type: none"> • Necessary to comply with a legal obligation.
<p>To enable you to partake in an event, leave a review or complete a survey</p>	<ul style="list-style-type: none"> • Identity data • Client data • Contact data • Profile data • Marketing and Communications data 	<ul style="list-style-type: none"> • Consent • Performance of a contract with you • Necessary to comply with a legal obligation • Necessary for our legitimate interests (for example; to keep our records updated and to study how customers use our service).
<p>To manager our relationship with you which can include notifying you about changes to our terms or privacy policy</p>	<ul style="list-style-type: none"> • Identity data • Contact data • Profile data • Marketing and Communications data 	<ul style="list-style-type: none"> • Performance of a contract with you • Necessary to comply with a legal obligation • Necessary for our legitimate interests (for example; to keep our records updated and to study how Site visitors/customers use or services).

<p>To process and deliver our service including but not limited to:</p> <ul style="list-style-type: none"> • Discussing our service • Entering into contracts • Managing payments, fees and charges • Collecting and recovering money owed to us 	<ul style="list-style-type: none"> • Identity data • Contact data • Financial data • Transaction data • Client data 	<ul style="list-style-type: none"> • With a view to entering into or performing a contract with you • Necessary for our legitimate interests (for example; to recover debts due to us)
<p>To register you as a new client and complete Client Due Diligence ("CDD") and conflict checks</p>	<ul style="list-style-type: none"> • Identity data • Contact data • Client data 	<ul style="list-style-type: none"> • Performance of a contract with you • Legal and regulatory requirement