

PURPOSES FOR WHICH WE PROCESS YOUR PERSONAL DATA	TYPE OF PERSONAL DATA USED (SEE ABOVE FOR MORE DETAILS)	THE BASIS ON WHICH WE CAN DO THIS (THIS IS WHAT THE LAW ALLOWS)
To register you as a new customer.	<ul style="list-style-type: none"> <li>• Individual Data;</li> <li>• Economic and Financial Data;</li> <li>• Account and Profile Data.</li> </ul>	<p>The processing is necessary</p> <ul style="list-style-type: none"> <li>• <b>To Perform a contract</b> with you; and</li> <li>• Our <b>legitimate interest</b> in the provision of goods and services to our customers</li> </ul>
In order to perform our contractual obligations to you. This would include; processing and performing any order placed by you or orders placed by us where you are a supplier making or receiving payments, fees and charges and collecting and recovering money owed.	<ul style="list-style-type: none"> <li>• Individual Data</li> <li>• Economic and Financial Data and</li> <li>• Sales Data</li> </ul>	<p>The processing is <b>necessary</b>.</p> <ul style="list-style-type: none"> <li>• <b>To perform any contract</b> entered into with you; and</li> <li>• Our <b>legitimate interest</b> in recovering debts owed to us.</li> </ul>
In order to comply with our own legal obligations, e.g. health and	<ul style="list-style-type: none"> <li>• Individual Data;</li> <li>• Audio and Visual Data; and</li> </ul>	<p>The processing is necessary for us to <b>comply with the law</b>.</p>

safety legislation, or to assist in an investigation (e.g. from the Police).	<ul style="list-style-type: none"> <li>• Health Data</li> </ul>	
In order to use your personal data in life or death situations and there is no time to gain your consent (e.g. in the event of an accident and we have to give your personal details to medical personnel).	<ul style="list-style-type: none"> <li>• Individual Data</li> <li>• Health Data</li> </ul>	The processing is necessary in order to protect the <b>vital interests</b> of an individual.
<p>In order to manage our relationship with you including:</p> <ul style="list-style-type: none"> <li>• and to send you important notices such as communications about changes to our terms and conditions and policies (including this Privacy Notice);</li> <li>• to provide you with important real-time information about products or services you have ordered from us (e.g. a change of time or location due to</li> </ul>	<ul style="list-style-type: none"> <li>• Individual Data;</li> <li>• Account and Profile Data</li> <li>• Sales Data and</li> <li>• Advertising and Marketing Data</li> </ul>	<p>The processing is necessary:</p> <ul style="list-style-type: none"> <li>• to <b>perform any contract</b> entered into with you;</li> <li>• <b>to comply with the law;</b> and</li> <li>• for our <b>legitimate interests</b> in the management and operation of our business, to keep our records updated and to study how customers use our products/services.</li> </ul>

<p>unforeseen circumstances); and</p> <ul style="list-style-type: none"> <li>· to send you information you have requested;</li> <li>· to deal with your enquiries; and</li> <li>· to ask you to leave a review or feedback on us.</li> </ul>		
<p>In order to administer and protect our business, deal with any misuse of our website and to comply with our security policies.</p>	<ul style="list-style-type: none"> <li>• Individual Data;</li> <li>• Account and Profile Data</li> <li>• Audio and Visual Data and</li> <li>• Information Technology Data</li> </ul>	<p>The processing is necessary:</p> <ul style="list-style-type: none"> <li>· for our <b>legitimate interest</b> in provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise; and</li> <li>· necessary <b>to comply with the law.</b></li> </ul>
<p>In order to make suggestions and recommendations to you about goods or services that may be of interest to you, deliver relevant website content and</p>	<ul style="list-style-type: none"> <li>• Individual Data</li> <li>• Sales Data</li> <li>• Information Technology Data and</li> </ul>	<p>The processing is necessary for our <b>legitimate interests</b> (to study how customers use our products/services, to</p>

advertisements to you and to measure or understand the effectiveness of our advertising.	<ul style="list-style-type: none"> <li>• Advertising and Marketing Data</li> </ul>	develop our products and services and ensure our marketing is relevant to you, to grow our business and to inform our marketing strategy.
For internal purposes to use data analytics, to identify usage trends, determine and measure the effectiveness of promotional campaigns and advertising and to improve our website, relationships and experiences.	<ul style="list-style-type: none"> <li>• Information Technology Data</li> <li>• Advertising and Marketing Data and</li> <li>• Advertising and Market Research Data.</li> </ul>	The processing is necessary for our <b>legitimate interests</b> in defining 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 communicate with you about, and administer your participation in, special events, programs, promotions, any prize draws or competitions;	<ul style="list-style-type: none"> <li>• Individual Data</li> <li>• Account and Profile Data</li> <li>• Sales Data</li> <li>• Information Technology Data; and</li> </ul>	<p>The processing is necessary:</p> <ul style="list-style-type: none"> <li>• For <b>performance of a contract</b> with you; and</li> <li>• Necessary for our <b>legitimate interests</b> to promote our business.</li> </ul>

	<ul style="list-style-type: none"> <li>• Advertising and Marketing Data</li> </ul>	
To sell, make ready for sale or dispose of our business in whole or in part including to any potential buyer or their advisers.	<ul style="list-style-type: none"> <li>• Individual Data</li> <li>• Account and Profile Data</li> <li>• Sales Data</li> <li>• Information Technology Data and</li> <li>• Advertising and Marketing Data</li> </ul>	The processing is necessary for our <b>legitimate interests</b> in the sale or disposal of our business or assets.
In order to enforce or apply our terms of use, terms and conditions of supply and other agreements with third parties.	<ul style="list-style-type: none"> <li>• Individual Data</li> <li>• Account and Profile Data;</li> <li>• Sales Data and</li> <li>• Economic and Financial Data.</li> </ul>	The processing is necessary for our <b>legitimate interests</b> in protecting our business and property and recovering debts owed to us.
In order to deal with recruitment where you have submitted a CV or job application. We may for a	<ul style="list-style-type: none"> <li>• Individual Data</li> </ul>	The processing is necessary for our <b>legitimate interests</b> in recruiting for our business.

reasonable period keep your details on file for future reference should a suitable position subsequently become available and we may send you information about job opportunities.		
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