

Purpose/Activity	Type of data	Lawful basis for processing incl. basis of legitimate interest
To register you as a new customer or partner	(a) Identity	(a) Performance of a contract with you. (b) Necessary for our legitimate interests (to keep and administer customer records).
	(b) Contact	
	(c) Financial	
	(d) Marketing and Communications	
To process, fulfil and deliver customer, supplier and licensee orders including:	(a) Identity	(a) Performance of a contract with you.
(a) Managing payments, fees and charges.	(b) Contact	(b) Necessary for our legitimate interests (to procure and deliver products and services; to recover debts due to us).
(b) Collecting and recovering money owed to us.	(c) Financial	
	(d) Transaction	
To manage and maintain our relationship with you or your organisation 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	(c) Necessary for our legitimate interests (to deliver products and services; to keep our records updated and to study how customers use our products/services).
(c) Ensuring that complaints, enquiries and service requests are investigated, supported and managed	(d) Marketing and Communications	
To enable you to partake in a promotion or complete a survey or feedback request.	(a) Identity	(a) Performance of a contract with you.
	(b) Contact	(b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business).
	(c) Profile	
	(d) Usage	

	(e) Marketing and Communications	
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).	(a) Identity	(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) Contact	(b) Necessary to comply with a legal obligation.
	(c) Technical	
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you.	(a) Identity	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).
	(b) Contact	
	(c) Profile	
	(d) Usage	
	(e) Marketing and Communications	
	(f) Technical	
To carry out direct marketing via our website and other channels and communications.	(a) Identity	Necessary for our legitimate interests (to grow our business and to inform our marketing strategy; to develop our products/services and grow our business).
	(b) Contact	However, where we have requested your consent for any direct marketing, the basis of processing shall be consent.
	(c) Transaction	
	(d) Technical	
	(e) Usage	
	(f) Marketing and Communications	
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences.	(a) Technical	Necessary for our legitimate interests (to define types of customers for our
	(b) Usage	

		products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy).
To respond to your enquiry and/or make suggestions and recommendations to you about goods or services that may be of interest to you.	(a) Identity	Necessary for our legitimate interests (to develop our products/services and grow our business).
	(b) Contact	
	(c) Transaction	
	(d) Technical	
	(e) Usage	
	(f) Profile	
	(g) Marketing and Communications	
To ensure network, information and system security	(a) Identity	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, business reorganisation or group restructuring exercise).
	(b) Contact	(b) Necessary to comply with a legal obligation.
	(c) Profile	
	(d) Usage	
	(e) Marketing and Communications	
	(f) Technical	
	To carry out corporate operations and due diligence (reporting of management information, operation of financial/risk/credit models, back office operation, managing third party service providers, corporate reorganisations, corporate or asset sales of TES companies or businesses).	(a) Identity
(b) Contact		(b) Necessary to comply with a legal obligation.
	(c) Profile	

	(d) Usage	
	(e) Marketing and Communications	
	(f) Technical	
	(g) Transaction	
To procure goods and services or other tangible or intangible assets or property from suppliers and to procure sub-contractors	(a) Identity	(a) Performance of a contract with you;
	(b) Contact	(b) Necessary for our legitimate interests (to procure and deliver products and services; to carry on our core operations and business; to grow our business)
	(c) Profile	
	(d) Usage	
	(e) Marketing and Communications	
	(f) Technical	
	(g) Transactional	
To report potential crimes to relevant authorities or assist with their enquiries.	(a) Identity	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security).
	(b) Contact	(b) Necessary to comply with a legal obligation.
	(c) Profile	
	(d) Usage	
	(e) Technical	
	(f) Transactional	
To detect and prevent, by appropriate measures, fraud and crime.	(a) Identity	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security).
	(b) Contact	(b) Necessary to comply with a legal obligation.
	(c) Profile	
	(d) Usage	
	(e) Technical	
	(g) Transactional	