

Legal Bases That We Use To Process Your Personal Data

When we register you as a new customer, we may make use of your **Identity** and **Contact** data.

- ◆ Lawful basis: performance of a contract with you

When we process your order, financial transactions will go through PayPal. While our third party payment processor (PayPal) will collect your financial data, we will collect your **Identity**, **Contact**, and **Transaction** data.

- ◆ Lawful basis: performance of a contract with you, and this is necessary for our legitimate interests (including to recover debt due us).

When we nurture our relationship with you, which includes notifying you about changes to our privacy policies, terms and conditions, or asking you to participate in a survey or to leave a review, we may make use of your **Identity**, **Contact**, **Profile**, and **Marketing/Communications** data.

- ◆ Lawful basis: Performance of a contract with you, this is necessary to comply with a legal obligation, and is necessary for our legitimate interests (for recordkeeping and to study how our customers use our products)

When we deliver direct marketing stuff to you, we may make use of your **Identity**, **Contact**, **Profile**, **Usage**, **Marketing/Communications**, **Tracking**, and **Technical** data.

- ◆ Lawful basis: for most of our communications to you we rely on your consent however in some situations it is in our legitimate interest to use your information this way.

When we administer and protect our business and website (which includes maintenance, troubleshooting, data analysis, testing, support, reporting and hosting of data), we may make use of your **Identity**, **Contact**, **Technical**, and **Tracking** data.

- ◆ Lawful basis: this is necessary for our legitimate business interests and necessary to comply with a legal obligation

When we deliver relevant website content and advertisements to you and measure or study the effectiveness of that content, we may make use of your **Identity, Contact, Profile, Usage, Marketing/Communications, Tracking, and Technical** data.

- ◆ Lawful basis: necessary for our legitimate business interests as we study how customers use our services, as we develop our catalogue, and to inform our marketing strategy.

When we use data analytics to improve our website, services, marketing, customer relationships and experiences, we may make use of your **Technical, Tracking, and Usage** data.

- ◆ Lawful basis: this is necessary for our legitimate business interests as we understand our customers, their product and service preferences, to keep our website updated and useful, to develop our business and inform our marketing strategy.

When we make suggestions and recommendations to you about catalogue items or services that may be of interest to you, we may make use of your **Identity, Contact, Technical, Usage, and Profile** data.

- ◆ Lawful basis: this is necessary for our legitimate business interests as we develop our catalogue and grow our business.

When we work to prevent and detect unlawful acts, we make use of your **Identity, Contact, Transaction, Technical, and Tracking** data.

- ◆ Lawful basis: this is necessary for our legitimate business interests to protect our business and our customers by undertaking fraud and suspicious transaction monitoring, and it is necessary that we may fully comply with a legal or contractual obligation to share personal data for the purposes of law enforcement.

When we seek to resolve legal claims or disputes involving you or us, we make use of **all relevant data categories** depending on the nature of the allegation or claim.

- ◆ Lawful basis: this is necessary to bring or defend a claim.