

Purpose/Activity	Type of Data	Lawful basis for processing including basis of legitimate interest
To receive and process your information related to a product query or quote	<ul style="list-style-type: none"> • Identity • Contact • Technical • Marketing & Communications 	Performance of receiving an enquiry from a user through our system related to one of our products, services or opportunities.
To manage our relationship with you which will include: Notifying you about our changes to our terms or privacy policy Asking you to leave a review or take a survey	<ul style="list-style-type: none"> • Identity • Contact • Marketing & Communications 	<p>Performance of a contract with you</p> <p>Necessary to comply with a legal obligation</p> <p>Necessary for our legitimate interest (to keep our records updated and to study how our users use our platform and ways we can improve their experience)</p>
To enable you to partake in a prize draw, competition or complete a survey	<ul style="list-style-type: none"> • Identity • Contact • Usage • Marketing & Communications 	<p>Performance of a contract with you</p> <p>Necessary for our legitimate interest (to keep our records updated and to study how our users use our platform and ways we can improve their experience)</p>
To administer and protect our business and our platform (including troubleshooting, data analysis, testing, site maintenance, hosting of data and producing reports)	<ul style="list-style-type: none"> • Identity • Contact • Marketing & Communications • Technical 	<p>Necessary for our legitimate interest (for running our business, provision of administration and IT services, marketing purposes, network security, to prevent fraud and in the context of a business reorganisation)</p> <p>Necessary to comply with a legal obligation</p>
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve	<ul style="list-style-type: none"> • Identity • Contact • Usage • Marketing & Communications • Technical 	Necessary for our legitimate interests (to study how users and partners use our platform, to grow our business and to inform and improve our marketing strategy)
To use data analytics to improve our platform, marketing, user/customer relationships and experiences	<ul style="list-style-type: none"> • Usage • Technical 	Necessary for our legitimate interests (to study how users and customers visit and use our site, to grow our business and to inform and improve our marketing strategy)
To make suggestions and recommendations to you about products we stock that may be of interest to you and any company updates we have and wish to share.	<ul style="list-style-type: none"> • Identity • Contact • Usage • Technical 	Necessary for our legitimate interests (to develop our products/services and grow our business)