

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest			
To create an account and register you as a new customer (either directly or via social media).	<ul style="list-style-type: none"> • Identity • Contact 	Performance of a contract with you			
To process and deliver your order including: recording your order details; keeping you informed about the order status; process payments and refunds, collect money owed to us; and automated decision making to assist fraud prevention and detection.	<ul style="list-style-type: none"> • Identity • Contact • Financial • Transaction 	<ul style="list-style-type: none"> • Performance of a contract with you • Necessary for our legitimate interests (e.g. to recover debts due to us) • For automated decision making we consider that fraud detection and prevention is in our legitimate interests to ensure that fraudulent transactors are unable to benefit from our services and in the legitimate interest of the public as whole due to the impact of fraud on the consumer market; we also consider it a necessary element of entering into a contract with you that we are able to verify your identity and prevent fraud. 			
To manage our relationship with you, including: providing you with any information, products and services that you request from us; notifying you about changes to our services, terms and conditions or privacy notice; asking you to leave a review or take a survey.	<ul style="list-style-type: none"> • Identity • Contact • Profile • Marketing and Communications 	<ul style="list-style-type: none"> • Performance of a contract with you • Necessary for our legitimate interests (to keep our records updated and to study how customers use our products and services) 			
To enable you to take part in a competition, event, survey, or receive a reward for shopping with us.	<ul style="list-style-type: none"> • Identity • Contact • Profile • Usage • Marketing and Communications 	<ul style="list-style-type: none"> • Necessary for our legitimate interests (to study how customers use our products and services, to develop them and grow our business) • Where you have decided to enter into a competition or event, for the performance of a contract with you 			
To administer, protect and improve our business and our website/app, including: troubleshooting, data analysis, testing, system maintenance, support, data analysis, reporting and hosting of data; setting default options for you, such as language and currency.	<ul style="list-style-type: none"> • Identity • Contact • Profile • Technical • Transaction • Marketing and Communications 	<ul style="list-style-type: none"> • Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, and to detect and prevent fraud) • Necessary to comply with a legal obligation 			
To deliver relevant website content, online advertisements and information for you; and measure the effectiveness of the advertising provided.	<ul style="list-style-type: none"> • Identity • Contact • Profile • Usage • Marketing and Communications • Technical 	Necessary for our legitimate interests (to study how customers use our products and services, to develop them, to grow our business and to inform our marketing strategy)			

