

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> </ul>
When you make an online purchase when logged in to your account	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Financial</li> <li>• Transactional</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> <li>• Legitimate interests</li> </ul>
When you make an online purchase and check out as a guest (only transactional)	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Financial</li> <li>• Transactional</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> <li>• Legitimate interests</li> </ul>
When you make a purchase in store or by telephone	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Financial</li> <li>• Transactional</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> <li>• Legitimate interests</li> </ul>
When you contact us by any means with queries, complaints etc	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> <li>• Legitimate interests</li> </ul>
When you ask us to email you about a product or service e.g. you ask for a product manual	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> </ul>
When you live chat with us	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Technical</li> <li>• Usage</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> </ul>
When you request to join our Email Updates mailing list	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Profile</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> </ul>
When you request a 'back in stock' email notification	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> </ul>
When you engage with us on social media	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Profile</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> </ul>

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When you engage with us via our community forum	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Profile</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> <li>• Legitimate interests</li> </ul>
When you enter prize draws or competitions	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Profile</li> <li>• Usage</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> <li>• Legitimate interests</li> </ul>
When you choose to complete any surveys we send you	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Profile</li> <li>• Usage</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> <li>• Legitimate interests</li> </ul>
When you comment on or review our products, content and services	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Profile</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> </ul>
When you book any kind of appointment with us or book to attend an event e.g. an in-store event or course	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Profile</li> <li>• Usage</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> <li>• Legitimate interests</li> </ul>
When you fill in any forms e.g. a student discount application	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Profile</li> <li>• Usage</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> <li>• Legitimate interests</li> </ul>
When you've given a third party permission to share with us the information they hold about you	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Profile</li> <li>• Usage</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> <li>• Legitimate interests</li> </ul>

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When you use our shops, visit our premises or attend an event, we may record your image on CCTV systems operated for security or you may feature in photography taken that is then used for marketing purposes	<ul style="list-style-type: none"> <li>• Identity</li> </ul>	<ul style="list-style-type: none"> <li>• Legitimate compliance</li> <li>• Legitimate interests</li> </ul>
To make suggestions and recommendations to you about goods or services that may be of interest to you	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Technical</li> <li>• Usage</li> <li>• Profile</li> </ul>	<ul style="list-style-type: none"> <li>• Legitimate interests</li> </ul>
When you browse our website we may record data analytics to improve our products/services and marketing/communications with you	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Technical</li> <li>• Usage</li> <li>• Profile</li> </ul>	<ul style="list-style-type: none"> <li>• Legitimate interests</li> </ul>
To deliver relevant website content/advertisements and measure/understand the effectiveness of the advertising we serve to you	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Technical</li> <li>• Usage</li> <li>• Profile</li> <li>• Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Legitimate interests</li> </ul>
To administer and protect our business and this website (including troubleshooting, data analysis, logging, testing, maintenance, support, reporting and hosting of data)	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Technical</li> <li>• Usage</li> <li>• Profile</li> </ul>	<ul style="list-style-type: none"> <li>• Legitimate interests</li> </ul>
We may collect data from publicly accessible sources (such as government agencies) where you have given consent to share information or it is made public by law	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> </ul>	<ul style="list-style-type: none"> <li>• Contractual obligation</li> <li>• Legitimate interests</li> </ul>