

TABLE OF PERSONAL INFORMATION WE USE

The table below sets out detailed information about our purposes for processing, the basis for processing and the retention period for the personal data.

Category of personal data	Purpose of processing	Lawful basis for processing	Retention period
Name and contact details	To show and send relevant information to users and to manage customer database.	To update, maintain and manage a database of business leads and customers.	For as long as needed for standard business operations in terms of maintaining a client database, or until you withdraw consent or request to be deleted.
Payment information	To allow customers to complete online or remote payment, if needed.		For as long as needed for standard business operations in terms of maintaining a client database, or until you withdraw consent or request to be deleted..
Contact history	For helping our team to provide customer support and also provide relevant information.	Dealing with customer support and maintaining a Customer Relationship Management System.	For as long as needed for standard business operations in terms of maintaining a client database, or until you withdraw consent or request to be deleted..
Purchase history	Documentation and records of customer sales Documentation and records of customer sales and accounting purposes.	Documentation and records of customer sales Documentation and records of customer sales and accounting purposes.	For as long as needed for standard business operations in terms of maintaining a client database, or until you withdraw consent or request to be deleted.
Browser, device and Site usage information	To understand our customer behaviour, make business decisions and provide	To understand our customer behaviour, make business decisions and provide	For as long as needed for standard business operations in terms of maintaining a client database, or

	relevant content to users.	relevant content to users.	until you withdraw consent or request to be deleted.
Information from linked accounts	To enable you to log into the Site simply without having to create a specific account.	To enable you to log into the Site simply without having to create a specific account'.	For as long as needed for standard business operations in terms of maintaining a client database, or until you withdraw consent or request to be deleted.
Responses to surveys, competitions and promotions	To better understand or serve our customer needs by running surveys, competitions or promotions.	To better understand or serve our customer needs by running surveys, competitions or promotions.	For as long as needed for standard business operations in terms of maintaining a client database, or until you withdraw consent or request to be deleted.
Customer comments and product reviews	To improve our products and services and allow for customer engagement and interaction.	To improve our products and services and allow for customer engagement and interaction.	For as long as needed for standard business operations in terms of maintaining a client database, or until you withdraw consent or request to be deleted.
Information generated in the course of the use of our products and services	For internal research and development purposes and To improve and test the features and functions of our Site.	For internal research and development purposes and To improve and test the features and functions of our Site.	For as long as needed for standard business operations in terms of maintaining a client database, or until you withdraw consent or request to be deleted.
Information collected through cookies and similar technologies	To conduct and store site usage analytics, statistical and trend analysis and market research and To generate customer profiles to facilitate marketing initiatives.	To conduct and store site usage analytics, statistical and trend analysis and market research and To generate customer profiles to facilitate marketing initiatives.	For as long as needed for standard business operations in terms of maintaining a client database, or until you withdraw consent or request to be deleted.