

TABLE OF PERSONAL INFORMATION WE USE

The table below sets out detailed information about the types of personal information we collect, 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 contact you with information, newsletters and details regarding our services	Consent	For three years since you gave consent, or until you withdraw consent if earlier
Date of birth	For fraud prevention and detection To ensure age-appropriate treatment and advice is given	Performance of contract Compliance with legal obligation Legitimate interests in ensuring your safety	For three years since you last logged on to the Site
Browser, device and Site usage information	To improve the Site To protect the Site against fraud To set default options for you, such as language and currency	Performance of contract Legitimate interest in maintaining our Site	For three years since you last logged on to the Site
Customer comments and product reviews	To improve our products and services Where relevant, to establish, exercise or defend legal claims	Performance of contract Legitimate interest in dealing with complaints or claims and improving our products and/or services generally	For six years

Information collected through cookies and similar technologies	To conduct and store Site usage analytics, statistical and trend analysis and market research To generate customer profiles to facilitate marketing initiatives	Consent	For three years since you gave consent, or until you withdraw consent if earlier
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