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).	IdentityContact	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.	 Identity Contact Financial Transaction 	 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.	 Identity Contact Profile Marketing and Communications 	 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.	 Identity Contact rofile Usage Marketing and Communications 	 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.	 Identity Contact Profile Technical Transaction Marketing and Communications 	 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.	 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)

To use data analytics to: improve our website, products, services, marketing, customer relationships and experiences; and for market research, statistical and survey purposes.	TechnicalUsage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)	
To recommend products, services discounts and offers that may be of interest to you, including to send you such information by email, post or SMS.	 Identity Contact Technical Usage Profile Marketing and Communications 	 Necessary for our legitimate interests (to develop our products and services and grow our business) or Consent. See further details in the section 'Marketing preferences, adverts and cookies' 	
To inform or remind you by email of any task carried out via our website which remains uncompleted, such as incomplete orders or abandoned baskets.	IdentityContactUsage	Necessary for our legitimate interests (to improve the shopping experience of our customers)	