

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
<p>To manage our relationship with you which will include:</p> <p>(a) Notifying you about changes to our terms or privacy policy;</p> <p>(b) Asking you to leave a review or take a survey or provision of information relating to the service.</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Communications</p>	<p>(a) Performance of a contract with you;</p> <p>(b) Necessary to comply with a legal obligation;</p> <p>(c) Necessary for our legitimate interests (to keep our records updated and to study how you use our services).</p>
<p>To enable competition or complete a survey</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Usage</p> <p>(e) Communications</p>	<p>(a) Performance of a contract with you;</p> <p>(b) Necessary for our legitimate interests (to study how the public use our services, to develop them and grow our business).</p>
<p>To administer and protect our charitable business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Technical</p>	<p>(a) Necessary for our legitimate interests (for running our charitable business, provision of administration and IT services, network security, to prevent fraud and in the context of a charitable business reorganisation or group restructuring exercise);</p> <p>(b) Necessary to comply with a legal obligation.</p>
<p>To deliver relevant website content to you and measure or understand the effectiveness of the website and communications we serve to you</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Usage</p> <p>(e) Communications</p>	<p>Necessary for our legitimate interests (to study how website users interact with us, to develop them, to grow our charitable reach and to inform our charitable marketing strategy).</p>

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
	(f) Technical	
To use data analytics to improve our website, services, charitable marketing, relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of persons that use services we provide, to keep our website updated and relevant, to develop our charitable business and to inform our charitable marketing strategy).
To make suggestions and recommendations to you about services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Communications	Necessary for our legitimate interests (to develop our charitable purposes).