

Nourish & Tempt Limited - Purposes For Which We Will Use Your Personal Data

Purpose/Activity	Type of data	Basis for processing including basis of legitimate interest
To register you as a new customer or subscriber	Identity, Contact	(a) Performance of a contract with you
To process and deliver your order including but not limited to: (a) Manage payments, fees and charges (b) Complete delivery of your order (c) Collect and recover money owed to us (d) Enforce our rights under any contract or agreement with you	Identity, Contact, Financial, Transaction, Profile, Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (including to recover debts due to us and protect our business)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey (c) Responding to communications from you, including any complaints (d) Customer care and general administrative related activities	Identity, Contact, Profile, Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products or services)
To enable you to partake in a prize draw, competition or complete a survey	Identity, Contact, Profile, Usage, Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products or services, to develop them and grow our business)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	Identity, Contact, Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud, identifying any unauthorised attempts to upload or change information, or otherwise cause damage to our website or business, and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To deliver relevant website content (such as nutrition tips, recipes and other related content) and advertisements to you and to measure or understand the effectiveness of the advertising or content we serve to you	Identity, Contact, Profile, Usage, Marketing and Communications, Technical	(a) Necessary for our legitimate interests (to study how customers use our products or services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products or services, marketing, customer relationships and experiences and for historical, statistical or research purposes	Technical, Usage	(a) Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop and improve our business and to inform our marketing strategy, website or business)
To make suggestions and recommendations to you about products or services that may be of interest to you	Identity, Contact, Technical, Usage, Profile, Marketing and Communications	(a) Necessary for our legitimate interests (to develop our products or services and grow our business)
To comply with our relevant legal obligations (including where	Identity, Contact, Financial,	(a) Necessary to comply with a legal obligation

we have a legal obligation to disclose data to a third party)

Transaction, Technical, Usage,
Profile, Marketing and
Communications