

| Purpose/Activity   | Type of data  | Lawful basis for processing including basis of legitimate interest   |
|--|---|--|
| To contact you<br>Identity   | Contact<br>Financial<br>Transaction<br>Marketing and Communications                 | Performance of a contract with you<br><br>Necessary for our legitimate interests (for running our business, to recover debts due to us, to keep our records updated and to study how customers use our products/services)  |
| To carry out our obligations arising from any contracts entered into between you and us and to provide with you the information, products and services you request from us<br>Identity   | Contact<br>Financial<br>Transaction<br>Marketing and Communications                 | Performance of a contract with you<br><br>Necessary for our legitimate interests (for running our business and to recover debts due to us)   |
| To provide you with information about other goods and services that we offer which we feel may interest you<br>Identity  | Contact<br>Technical<br>Usage   | Necessary for our legitimate interests (to develop our products/services and grow our business)  |
| To permit selected third parties:<br><br>• to provide you with information about goods or services which we feel may interest you<br>• to assist us in the improvement and optimisation of advertising, marketing material and content, our services and the website | Identity<br>Contact<br>Technical<br>Usage   | Consent (in relation to SMS and email marketing communications)<br><br>Necessary for our legitimate interests (to develop our service offering)  |
| To assist us in the improvement and optimisation of advertising, marketing material and content, our services and the website  | Identity<br>Contact<br>Financial<br>Transaction<br><br>Marketing and Communications | Necessary for our legitimate interests (to develop our products/services and grow our business and provision of administration and IT services)  |
| To notify you about changes to our service   | Identity<br>Contact   | Performance of a contract with you<br><br>Necessary to comply with our legal obligations<br><br>Necessary for our legitimate interests (to keep our records updated)   |
| To ensure that content from our website is presented in the most effective manner for you and your computer  | Identity<br>Contact<br>Financial<br>Transaction                                     | Necessary for our legitimate interests (to develop our products/services and grow our business and provision of administration and IT services)  |
| To verify your identity  | Identity<br>Contact<br>Financial<br>Transaction                                     | Necessary to comply with our legal obligations<br><br>Necessary for our legitimate interests (for running our business and to prevent fraud and money laundering)  |
| As part of our efforts to keep our site safe and secure and to prevent or detect fraud   | Identity<br>Contact<br>Financial<br>Transaction                                     | Necessary to comply with our legal obligations<br><br>Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) |

| Purpose/Activity  | Type of data                              | Lawful basis for processing including basis of legitimate interest   |
|---|---|--|
| To provide customer support   | Identity<br>Contact                       | Performance of a contract with you   |
| To facilitate and to enable you to partake in a property viewing, open house event or visits to property marketing suites | Identity<br>Contact                       | Performance of a contract with you<br><br>Necessary for our legitimate interests (for running our business and to develop and grow our business) |
| To comply with the requirements imposed by law or any court order   | Identity<br>Contact<br>Technical<br>Usage | Necessary to comply with our legal obligations   |