

#	Purpose /Activity	Type of data	Lawful basis for processing including basis of legitimate interest	Maximum Period we retain the data for	Is the data transferred to an External Third Party?
1.	To manage our relationship with you, which will include: (a) Registering you as a new customer/contact (b) Notifying you about changes to our terms or privacy policy (c) Asking you to leave a review or take a survey (d) Responding to your queries and/or complaints	(a) Identity (b) Contact (c) Profile (d) 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/services)	Seven years	This information is processed using a website platform and database provided and maintained by third-party business partners.

2.	To enable you to partake in a prize draw, competition or complete a survey	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)	Seven years	If we run a competition in collaboration with another business, we may share your information with them. If we are intending to do so, we will let you know before you give us your information.
3.	To administer and protect our business and our Website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) 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) (b) Necessary to comply with a legal obligation	Seven years	Your data may be processed by the third-party business partners who provide us with systems support, hosting and security services, strictly for the purposes of providing those services.

4.	To deliver relevant Website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you (including without limitation via social media)	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)	Seven years	The processing referred to in row 1, above also applies to this information. If you tell us that you would like to receive marketing from us via email, or ask us to unsubscribe you from email marketing, this information may be processed by a third-party business partner.
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5.	To use data analytics to improve our Website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	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)	Seven years	Your data will be processed by third-party business partners who provide data analytics services, such as Shopify Inc (as referred to above) and Google Analytics.
6.	To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)	Seven years	The processing referred to in row 5 above also applies to this information.

7.	To send you point of sale information and samples of tea and coffee	(a) Identity (b) Contact (c) Technical (e) Profile	Performance of a contract with you Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)	Seven years	This information is processed using a website platform and database provided and maintained by third-party business partners
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