

## Intent of Data Use

In the chart below we have categorized the type of data collection we perform and the legal basis by which we collect each.

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register you as a new customer	Identity Contact	Performance of a contract with you
To process and deliver your order including: Manage payments, fees and charges Collect and recover money owed to us	Identity Contact Financial Transaction Marketing and Communications	Performance of a contract with you Necessary for our legitimate interests (to recover debts due to us)
To deliver direct marketing to you and to create and train machine learning tools	Identity Contact Profile Usage Marketing and Communications Tracking Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)

---

<p>To manage our relationship with you which will include:</p> <p>Notifying you about changes to our terms or Privacy Policy</p> <p>Asking you to leave a review or take a survey</p>	<p>Identity</p> <p>Contact</p> <p>Profile</p> <p>Marketing and Communications</p>	<p>Performance of a contract with you</p> <p>Necessary to comply with a legal obligation</p> <p>Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)</p>
---	---	---

---

<p>To enable you to partake in a prize draw, competition or complete a survey</p>	<p>Identity</p> <p>Contact</p> <p>Profile</p> <p>Usage</p> <p>Marketing and Communications</p>	<p>Performance of a contract with you</p> <p>Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)</p>
---	--	---

---

<p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>Identity</p> <p>Contact</p> <p>Technical</p>	<p>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 reorganization or group restructuring exercise)</p> <p>Necessary to comply with a legal obligation</p>
--	---	--

---

---

To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	Identity Contact Profile Usage Marketing and Communications 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)
--	--	---

---

To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	Technical 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)
--	--------------------	---

---

To make suggestions and recommendations to you about goods or services that may be of interest to you	Identity Contact Technical Usage Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)
---	--	---

---

In order to resolve legal claims or disputes involving you or us	All relevant data categories, depending on the nature of the allegation or claim	Necessary to bring or defend a claim
--	--	--------------------------------------

---

## Specific Application and Service Usage

This Application collects some Personal Data from its Users. Personal Data collected for the following purposes and using the following services:

### Access to third-party accounts

- Facebook account access  
Permissions: About Me; Access Page CTA; Access private data; Access Requests; Activities; App Notifications; Business Management API; Chat; Contact email; Current City; Custom User Actions; Deals; Email; Games and App Activity; Gender; Groups; Insights; Interests; Likes; List of Friends; Manage Advertisements; Manage Notifications; Manage Pages; Mobile Messaging on behalf of Page; News Feed and Wall; Page Messaging; Photos; Post Likes to my Wall; Publish App Activity; Publish to the Wall; Questions; RSVP to Events; Share; Significant Other and Relationship Details; Status; Status Updates; Text Messaging; Upload Photos; Video upload; video.watches Action; Videos; Website; Work History
- Twitter account access, Google Drive account access and Dropbox account access  
Personal Data: various types of Data as specified in the privacy policy of the service

### Advertising

- Google Ad Manager, Criteo, Facebook Lookalike Audience, Microsoft Advertising, Google Ads Similar audiences, Rubicon Project, Yahoo App Publishing Advertising and Amazon Mobile Ads, Facebook Audience Network  
Personal Data: Cookies; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); Usage Data
- Direct Email Marketing (DEM)  
Personal Data: email address; first name; last name

### Analytics

- Google Analytics, Clicky, KISSmetrics, Woopra, Twitter Ads conversion tracking, Quantcast Measure, Facebook Ads conversion tracking (Facebook pixel), Google Ads conversion tracking, Salesforce Analytics Cloud and Yahoo Advertising conversion tracking  
Personal Data: Cookies; Usage Data
- Google Analytics Advertising Reporting Features  
Personal Data: Cookies; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); various types of Data as specified in the privacy policy of the service
- Facebook Analytics for Apps  
Personal Data: Usage Data; various types of Data as specified in the privacy policy of the Service
- Google Analytics Demographics and Interests reports

Personal Data: Cookies; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)

- User ID extension for Google Analytics  
Personal Data: Cookies

### **Backup saving and management**

- Backup on Google Drive and Amazon Web Services  
Personal Data: various types of Data as specified in the privacy policy of the service

### **Beta Testing**

- Beta by Crashlytics  
Personal Data: app information; Cookies; country; Data communicated while using the service; device information; device logs; email address; first name; last name; phone number; Usage Data; username; various types of Data as specified in the privacy policy of the service

### **Commercial affiliation**

- ShareaSale, LinkShare, Commission Junction, and Amazon Affiliation  
Personal Data: Cookies; Usage Data; IP address; website; ZIP/Postal code; country; county; state; address; city

### **Contacting the User**

- Contact form  
Personal Data: city; company name; country; county; email address; field of activity; first name; last name; phone number; state; various types of Data; website; ZIP/Postal code
- Mailing list or newsletter  
Personal Data: address; city; company name; Cookies; country; county; email address; first name; last name; phone number; state; Usage Data; website; ZIP/Postal code
- Phone contact  
Personal Data: phone number

### **Content commenting**

- Facebook Comments, Blog Comments  
Personal Data: Cookies; Usage Data

### **Content performance and features testing (A/B testing)**

- Visual Website Optimizer and Google Website Optimizer  
Personal Data: Cookies; Usage Data

### **Displaying content from external platforms**

- Instagram widget, Google Calendar widget and YouTube video widget  
Personal Data: Cookies; Usage Data
- Google Fonts, Fonts.com Web Fonts, Font Awesome, and MyFonts

Personal Data: Usage Data; various types of Data as specified in the privacy policy of the service

### **Handling payments**

- Authorize.Net and PayPal

Personal Data: various types of Data as specified in the privacy policy of the service

### **Heat mapping and session recording**

- Inspectlet, Visual Website Optimizer

Personal Data: Cookies; Usage Data

### **Hosting and backend infrastructure**

- Google App Engine, Google Cloud Storage, Amazon Web Services (AWS), Filestack and Heroku

Personal Data: various types of Data as specified in the privacy policy of the service

- iubenda Consent Solution

Personal Data: Data communicated while using the service

### **Infrastructure monitoring**

- Bugsnag, New Relic, Senty, Uptime Robot, and Pingdom

Personal Data: address; app information; Cookies; country; device information; device logs; email address; first name; geographic position; last name; phone number; screenshots; Usage Data; username; various types of Data as specified in the privacy policy of the service

### **Interaction with external social networks and platforms**

- Twitter Tweet button and social widgets, Pinterest “Pin it” button and social widgets, Facebook Like button and social widgets and PayPal button and widgets, YouTube button and social widgets

Personal Data: Cookies; Usage Data

### **Interaction with live chat platforms**

- Facebook Messenger Customer Chat, Snapengage Widget, Zendesk Chat, Zendesk Widget

Personal Data: address; company name; Cookies; country; Data communicated while using the service; email address; first name; last name; phone number; Usage Data  
Interaction with support and feedback platforms

### **Location-based interactions**

- Geolocation

Personal Data: geographic position

### **Managing contacts, sending messages and user database management**

- Marketo Email Marketing, Iterable, Mailchimp, Salesforce, Intercom,  
Personal Data: address; company name; Cookies; country; email address; first name;  
gender; last name; phone number; Usage Data; username; various types of Data

### **Managing support and contact requests**

- Salesforce Service Cloud and Zendesk  
Personal Data: various types of Data as specified in the privacy policy of the service

### **Registration and authentication**

- Pinterest OAuth, Twitter OAuth, Facebook Authentication, Instagram Authentication and Google OAuth  
Personal Data: various types of Data as specified in the privacy policy of the service
- Direct registration  
Personal Data: address; city; company name; country; county; email address; first name;  
house number; last name; marital status; phone number; shipping address; state;  
username; various types of Data; ZIP/Postal code

### **Remarketing and behavioral targeting**

- Google Ad Manager Audience Extension, Twitter Remarketing, Criteo Dynamic Retargeting, AdRoll, Facebook Remarketing, Google Ads Remarketing, Remarketing with Google Analytics and Salesforce DMP, Twitter Tailored Audiences and Facebook Custom Audience  
Personal Data: Cookies; Usage Data; email address

### **Tag Management**

- Google Tag Manager  
Personal Data: Cookies; Usage Data

### **Traffic optimization and distribution**

- Cloudflare  
Personal Data: Cookies; various types of Data as specified in the privacy policy of the service

**Last Updated June 26, 2019**