

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>(a) Identity</p> <p>(b) Contact</p>	<p>(a) Performance of a contract with you for membership services</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 members use our services)</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>(a) Identity</p> <p>(b) Contact</p> <p>(c) Technical</p>	<p>(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)</p> <p>(b) Necessary to comply with a legal obligation</p>
<p>To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the content and advertising we serve to you</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Usage</p> <p>(c) Technical</p>	<p>Necessary for our legitimate interests (to study how members use our services, to develop our services, to grow our business and to inform our marketing strategy)</p>
<p>To use data analytics to improve our website, products/services, marketing, customer relationships and experiences</p>	<p>(a) Technical</p> <p>(b) Usage</p>	<p>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)</p>
<p>To make suggestions and recommendations to you about services or events that may be of interest to you</p> <p>To provide members' benefits such as members' discounts in the Abbeydale Clubhouse</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(a) Identity</p>	<p>Necessary for our legitimate interests (to develop our members' services and grow our business)</p> <p>(a) Performance of a contract with you for membership services</p> <p>(b) Necessary to comply with a legal obligation (to ensure that sales of alcohol are only to those members over the age of 18)</p> <p>Necessary for our legitimate interests (to ensure that membership services are provided appropriately)</p>