

Purpose of Collection	Data Collected	Purpose of Collection	Lawful basis for processing	Data Shared with	Retention Period
To provide you with information and marketing material	Name, Email, company, role, geographical location,	To provide online, email	Consent through Hubspot	Internally and with Hubspot under their Privacy Policy	4 years after you last open
To provide you with more information on our products and services	Name, Email, company, role, geographical location, phone number, business sector, address	To provide more information on our products via email and to process a sale of products or services	Legitimate Interest	Internally and with our financial and banking processing platforms under their Privacy Policies	8 years from the date of the performance of consent
Transactional Information	Name, Email, company, role, geographical location, phone number, business sector, address	To process purchase transactions for products and services with customers, and to ensure any transaction issues can be dealt with. For accounting and taxation purposes	Legitimate Interest & Contractual performance Statutory Obligation	Internally and with our financial and banking processing platforms under their Privacy Policies	7 years for SST records
Fulfilment information	Name, Email, company, role, geographical location, phone number, business sector, address	To fulfil orders and deliver products and services	Contractual performance ⁷	Internally and with our financial and banking processing platforms and logistics providers	7 years for SST records and business performance analysis.

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