

PURPOSE/ACTIVITY	PERSONAL DATA	LAWFUL BASIS
If you are a merchant and you register as a new customer	<ul style="list-style-type: none"><li>• Identity Data</li><li>• Contact Data</li><li>• Financial Data</li></ul>	<ul style="list-style-type: none"><li>• Necessary for the performance of a contract with you (if our contract is with you as an individual)</li><li>• Necessary for our Legitimate Interests (to perform our contract with the merchant, where you are the relevant point of contact)</li></ul>
If you are using our services (either as a merchant or a customer of a merchant), to facilitate a transaction as an acquirer	<ul style="list-style-type: none"><li>• Financial Data</li><li>• Transaction and Refund Data</li></ul>	<ul style="list-style-type: none"><li>• Necessary for the performance of a contract with you (if you are a merchant and you are an individual, or you are a customer of a merchant)</li><li>• Necessary for our Legitimate Interests (to perform our contract with the merchant, where you are the relevant point of contact)</li></ul>
If you are a merchant, to manage our arrangement with you, including: (a) managing payments, fees and charges; (b) collecting and recovering money owed to us	<ul style="list-style-type: none"><li>• Identity Data</li><li>• Contact Data</li><li>• Financial Data</li><li>• Transaction and Refund Data</li></ul>	<ul style="list-style-type: none"><li>• Necessary for the performance of a contract with you (if you are a merchant and you are an individual)</li><li>• Necessary for our Legitimate Interests (to perform our contract with the merchant, where you are the relevant point of contact)</li></ul>
To provide the live chat function on our website to answer any enquiries from users regarding our products and/or services	<ul style="list-style-type: none"><li>• Identity Data</li><li>• Technical Data</li><li>• Other Information</li></ul>	<ul style="list-style-type: none"><li>• Necessary for our Legitimate Interests (to understand and provide general help to our customers and website users so we can keep our website updated and relevant and to develop our business and to inform our marketing strategy)</li></ul>
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	<ul style="list-style-type: none"><li>• Identity Data</li><li>• Contact Data</li><li>• Technical Data</li></ul>	<ul style="list-style-type: none"><li>• Necessary for our Legitimate Interests (for running our business, provision of administration and IT services, network security, to prevent fraud)</li><li>• Necessary to comply with a legal obligation</li></ul>
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	<ul style="list-style-type: none"><li>• Identity Data</li><li>• Contact Data</li><li>• Usage Data</li><li>• Marketing and Communications</li><li>• Technical</li><li>• Call Recording</li></ul>	<ul style="list-style-type: none"><li>• 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)</li></ul>
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	<ul style="list-style-type: none"><li>• Technical Data</li><li>• Usage Data</li><li>• Call Recording Data</li></ul>	<ul style="list-style-type: none"><li>• 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)</li></ul>
To make suggestions and recommendations to you about goods or services that may be of interest to you	<ul style="list-style-type: none"><li>• Identity Data</li><li>• Contact Data</li><li>• Technical Data</li><li>• Usage Data</li></ul>	<ul style="list-style-type: none"><li>• Necessary for our Legitimate Interests (to develop our products/services and grow our business)</li></ul>
To comply with laws and to respond to and comply with requests from the government, regulators and other third parties with legal authority. To investigate, detect and prevent fraud or crime	<ul style="list-style-type: none"><li>• Identity Data</li><li>• Contact Data</li><li>• Technical Data</li><li>• Usage Data</li><li>• Call Recording Data</li><li>• Financial Data</li><li>• Transaction and Refund Data</li><li>• Job Application Data</li></ul>	<ul style="list-style-type: none"><li>• Necessary to comply with a legal obligation (for example, to fulfil our anti-money laundering obligations and meet know-your-customer requirements)</li></ul>
To exercise or defend legal claims	<ul style="list-style-type: none"><li>• Identity Data</li><li>• Contact Data</li><li>• Technical Data</li><li>• Usage Data</li><li>• Call Recording Data</li><li>• Financial Data</li><li>• Transaction and Refund Data</li><li>• Job Application Data</li></ul>	<ul style="list-style-type: none"><li>• Necessary for our legitimate interests (for example, to resolve disputes with you)</li></ul>
To consider your application for a job	<ul style="list-style-type: none"><li>• Job Application Data</li></ul>	<ul style="list-style-type: none"><li>• Necessary to comply with a legal obligation</li><li>• Necessary to take steps at your request prior to entering into a contract</li><li>• Necessary for our Legitimate Interests (for example, to ensure you have appropriate qualifications for the job)</li></ul>