

## Clients/Customers/Subscribers

Purpose / Activity	Type of Data	Lawful basis for processing (including basis of legitimate interest)
To register you as a new customer or create an account with us, to identify you	Client Identity Data Contact Data Marketing and Communications Data Proof of Identity Data	To perform a contract with you
To process and deliver your ordered Products and Services including, manage payments, fees, and charges, perform fraud checks and collect and recover money owed to us	Client Identity Data Contact Data Financial Data Technical Data Transaction Data Usage Data Proof of Identity Data Patient Identity Data Third-Party Data	To perform a contract with you  Necessary for our legitimate interests (to recover debts due to us and reduce this risk of fraud)
For a Client to register you as a contact or customer and for the Client to provide their services to you, including retrieval of historical data about you	Client Identity Data Contact Data Marketing and Communications Data Proof of Identity Data	The Client's performance of a contract with you  Our performance of a contract with a Client
To manage our relationship with you which may include, notifying you about changes to our terms or privacy policy, asking you to leave a review or take a survey, engaging with you in relation to any support request or communication that you may submit	Client Identity Data Contact Data Marketing and Communications Data	To perform a contract with you  Necessary to comply with a legal obligation  Necessary for our legitimate interests (to keep our records updated and to study how customers use our Products and Services)
To administer and protect our business and the Loop Website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	Client Identity Data Contact Data Technical Data	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)  Necessary to comply with a legal obligation
To deliver relevant the Loop Website content and measure or	Client Identity Data Contact Data Profile Data	Necessary for our legitimate interests (to study how customers use our Products and Services, to develop them,

understand the effectiveness of our website and to ensure the proper function of the website and online software	Usage Data Marketing and Communications Data Technical Data	to grow our business and to inform our marketing strategy)
To improve the Products and Services or businesses that we or a Client undertakes	Client Identity Data Contact Data Profile Data Usage Data Marketing and Communication Data	Necessary for our legitimate interests (to improve our Products and Services)
To use data analytics to improve the Loop Website, Products and Services, marketing, customer relationships and experiences and to gather anonymous statistics	Technical Data Usage Data Third-Party Data	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 provide you with our newsletter (if we choose to) and make suggestions and recommendations to you about goods, services or promotions that may be of interest to you, whether initiated by us or a Client	Client Identity Data Contact Data Technical Data Usage Data Profile Data Marketing and Communications Data	Necessary for our legitimate interests (to develop our Products and Services and grow our business)
To maintain as a record in the event of any product service or warranty request	Proof of Identity Data Client Identity Data Contact Data Financial Data	Necessary for our legitimate interests (to maintain customer satisfaction and ensure appropriate processes for warranty requests)
To facilitate internal training, ensure the effective delivery of Products and Services and to resolve disputes or problems, whether initiated by us or a Client	Digital Media Data Client Identity Data Contact Data	Necessary for our legitimate interests (to develop our Products and Services and grow our business)
To improve our Products and Services and business activities we undertake	Loop Products and Services Data Contact Data Client Identity Data Usage Data Marketing and Communications Data	Necessary for our legitimate interests (to develop our Products and Services and grow our business)