

ANNEX 1 – PERSONAL INFORMATION YOU PROVIDE TO US

Category of personal information	How we may use it	EEA / UK legal basis for the processing
<p>Profile information and basic personal details such as your name, email address and password, birth date, gender, mobile number, employee ID (where applicable), physical mailing address.</p>	<p>We may use this information to set up and authenticate your account on the Service.</p>	<p>The processing is necessary for the performance of a contract with you and to take steps prior to entering into a contract with you, namely our Terms of Service.</p>
	<p>We may use this information to communicate with you, including sending service-related communications and to send you physical products.</p>	<p>The processing is necessary for the performance of a contract with you, namely our Terms of Service.</p>
	<p>We may use this information to send you unsolicited marketing communications in accordance with your preferences.</p>	<p>We will only use your personal information in this way to the extent you have given us consent to do so.</p>
	<p>We may use this information to deal with enquiries and complaints made by or about you relating to the Service.</p>	<p>The processing is necessary for our legitimate interests, namely administering the Service, and for communicating with you effectively to respond to your queries or complaints.</p>
<p>Health and related information such as details of your lifestyle and characteristics. This includes for example whether you are a smoker, whether you are pregnant, whether you have smoked in the last 7 days.</p>	<p>We may use this information to facilitate your use of the Service, and to communicate with you, including sending service-related communications.</p>	<p>We only collect this information with your explicit consent.</p>

<p>Payment and transaction information. Payment information, such as the credit or debit card details; transaction information such as the Service purchased, date and time of the transaction.</p>	<p>We use this information to facilitate transactions. Note we use a third-party payment provider that collects your credit or debit card details on our behalf; we do not store that information.</p>	<p>The processing is necessary for the performance of a contract and to take steps prior to entering into a contract, namely our Terms of Service.</p>
<p>Correspondence and comments. When you contact us directly, e.g. by email, phone, mail, when you respond to customer surveys or when you interact with customer service, we will record your comments and opinions.</p>	<p>To address your questions, issues and concerns and to resolve your customer service issues.</p>	<p>This processing is necessary for our legitimate interests, namely, administering the Service and communicating with you in connection with the Service.</p>
<p>Your preferences, such as preferences set for notifications, marketing communications, how the Service is displayed and the active functionalities on the Service.</p>	<p>We use this information to provide notifications, send news, alerts and marketing communications and provide the Service in accordance with your choices.</p>	<p>The processing is necessary for our legitimate interest, namely ensuring the user receives the correct marketing and other communications, and that this is displayed in accordance with the user's preferences.</p>
	<p>We use this information to ensure that we comply with our legal obligation to send only those marketing communications to which you have consented.</p>	<p>The processing is necessary for compliance with a legal obligation to which we are subject.</p>

All personal information set out above.	We may use all the personal information we collect to operate, maintain and provide to you the features and functionality of the Service, to communicate with you, to monitor and improve the Service and business, and to help us develop new products and services.	The processing is necessary for our legitimate interests, namely to administer and improve the Service.
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