

| Purpose/Activity   | Type of data  | Lawful basis for processing including basis of legitimate interest (and where applicable, conditions for processing Special Category Data)  |
|--|---|---|
| To sell a property to you.   | (a) Identity<br>(b) Contact<br>(c) Financial  | (a) Performance of a contract with you  |
| To process and deliver care services you have contracted with us to provide (including catering for medication and health needs and religious preferences)   | (a) Identity<br>(b) Contact<br>(c) Financial<br>(d) Transaction<br>(e) Special Category Data<br>(f) Third Party | (a) Performance of a contract with you<br><br>(b) Necessary for our legitimate interests (in respect of recovering debts due to us) (c) For the provision of health or social care or treatment or the management of health or social care systems or services. |
| To process and deliver any contract you have with us for the sale of any of our other products or services to you.   | (a) Identity<br>(b) Contact<br>(c) Transaction<br>(d) Financial<br>(e) Third Party                              | Performance of a contract with you  |
| To provide information to your named family members, friends or next of kin in order to assist with your care  | (a) Identity<br>(b) Contact<br>(c) Special Category Data<br>(d) Third Party                                     | Explicit Consent  |
| To provide you with information you have requested from us (e.g. through our website enquiry form), respond to enquiries or requests from you, and communicate with you in relation to those enquiries or requests | (a) Identity<br>(b) Contact<br>(c) Marketing and Profile<br>(d) Third Party                                     | (a) Necessary for our legitimate interests (response to enquiries or requests)  |

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| <p>To manage our relationship with you which will include notifying you about changes to our terms or privacy policy</p>  | <p>(a) Identity<br/>(b) Contact<br/>(c) Transaction<br/>(d) Marketing and Profile</p> | <p>(a) Performance of a contract with you<br/><br/>(b) Necessary to comply with a legal obligation<br/><br/>(c) Necessary for our legitimate interests (to keep our records updated and the administration and management of our business)</p>   |
| <p>To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p> | <p>(a) Identity<br/>(b) Contact<br/>(c) Technical<br/>(d) Transaction</p>             | <p>(a) 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)<br/><br/>(b) Necessary to comply with a legal obligation</p> |
| <p>To use data analytics to improve our website, services, marketing, customer relationships and experiences</p>  | <p>(a) Technical<br/>(b) Marketing and Profile</p>                                    | <p>Necessary for our legitimate interests (to define types of customers for our services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)</p>  |
| <p>To send you marketing communications, for example in respect of properties for sale, if you have chosen to receive these.</p>  | <p>(a) Identity<br/>(b) Contact<br/>(c) Technical<br/>(d) Marketing and Profile</p>   | <p>Consent</p>   |