

PURPOSE / ACTIVITY	TYPE OF DATA	LAWFUL BASIS FOR PROCESSING INCLUDING BASIS OF LEGITIMATE INTEREST	SPECIFIC EXTERNAL THIRD PARTY TO WHOM THE INFORMATION IS PROVIDED (IF ANY)
To engage with you after you have contacted us requesting an engagement via the Website or otherwise	(a) Identity (b) Contact (c) Marketing and Communications	(a) Express consent (b) Performance of a contract with you (c) Necessary for our legitimate interests (to keep our records updated and to study how engagees use our services, as well as to develop our services and grow our organisation)	So Interactive Web Design CC, based in South Africa Mailchimp, based in the USA
To provide you with our Services as contracted	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Profile	(a) Performance of a contract with you (b) Express consent (c) Necessary to comply with a legal obligation (d) Necessary for our legitimate interests (to provide you with the Services you contracted to acquire from us, and to keep our records updated and to study how engagees use our Services)	None

To contract with you as a service provider to ES	(a) Identity (b) Contact (c) Financial (d) Transaction	(a) Performance of a contract with you (b) Express consent (c) Necessary to comply with a legal obligation (d) Necessary for our legitimate interests (to allow you to provide us with your services, and to keep our records updated and to study how we may use third-party services)	So Interactive Web Design CC, based in South Africa
To allow you to use the Website or participate in any ES event	(a) Identity (b) Contact (c) Usage (d) Technical	(a) Performance of a contract with you (b) Express consent	None
To provide it to our authorised third-party service providers who need your personal data to provide their private services to you (such as payment gateway providers or delivery providers)	(a) Identity (b) Contact (c) Financial (d) Transaction	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to provide you with the Services you have contracted from the authorised third-party, and to develop our services and grow our organisation) (c) Express consent	None

<p>To process and service your payment for any services rendered by ES or its service providers</p> <p>To manage payments, fees and charges</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Financial</p> <p>(d) Transaction</p>	<p>(a) Performance of a contract with you</p> <p>(b) Necessary for our legitimate interests (to make or receive necessary organisation payments)</p> <p>(c) Express consent</p>	<p>None</p>
<p>To manage our relationship with you which may include notifying you about changes to our terms or Privacy Policy or Services</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Marketing and Communications</p>	<p>(a) Performance of a contract with you</p> <p>(b) Necessary to comply with a legal obligation</p> <p>(c) Necessary for our legitimate interests (to keep our records updated and to study how engagees use our Services)</p> <p>(d) Express consent</p>	<p>So Interactive Web Design CC, based in South Africa</p> <p>Mailchimp, based in the USA</p>

<p>To administer and protect our organisation and our Website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity (b) Contact (c) Technical (d) Usage</p>	<p>(a) Necessary for our legitimate interests (for running our organisation, provision of administration and IT services, network security, to prevent fraud and in the context of an organisation restructuring exercise) (b) Necessary to comply with a legal obligation (c) Express consent</p>	<p>None</p>
<p>To deliver relevant Website content and services to you and measure or understand the effectiveness of the information we serve to you</p>	<p>(a) Identity (b) Contact (c) Usage (d) Marketing and Communications (e) Technical (f) Profile</p>	<p>(a) Necessary for our legitimate interests (to study how engagees use our services, to develop them, to grow our organisation and to inform our marketing strategy) (b) Express consent</p>	<p>None</p>

<p>To use data analytics to improve our Website, Services, engagee relationships and experiences</p>	<p>(a) Technical (b) Usage (c) Identity</p>	<p>(a) Necessary for our legitimate interests (to define types of engagees for our services, to keep our Website updated and relevant, to develop our organisation and to inform our marketing strategy) (b) Express consent</p>	<p>So Interactive Web Designs CC, based in South Africa.</p> <p>Google, based in USA</p>
<p>To provide you with direct and user-specific marketing, make suggestions and recommendations to you about events or services that may be of interest to you</p>	<p>(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile</p>	<p>(a) Necessary for our legitimate interests (to develop our services and grow our organisation) (b) Express consent</p>	<p>So Interactive Web Design CC, based in South Africa</p> <p>Mailchimp, based in the USA</p> <p>Google, based in the USA</p> <p>Facebook, based in the USA</p>