

How and why we use your Personal Data

Legal basis for processing	Relevant categories of personal data	What we may use your personal data for
Your consent	Any	<ul style="list-style-type: none"> • Customise our website and its content to your particular preferences based on a record of your selected preferences or on your use of our website • Retaining and evaluating information on your recent visits to our website and how you move around different sections of our website for analytics purposes to understand how people use our website so that we can make it more intuitive or to check our website is working as intended
To comply with our legal obligations <i>(Article 6(1)(b) of the UKGDPR and EU GDPR)</i>	<ul style="list-style-type: none"> • name, address, and contact information, including email address and telephone number; • company details; • customer account details; • financial details 	<ul style="list-style-type: none"> • Gathering and providing information required by or relating to audits, enquiries, or investigations by regulatory bodies • Statutory returns • Complying with health and safety obligations and ensuring safe working practices, staff administration and assessments • To enforce legal rights or defend or undertake legal proceedings • Protecting the security of systems and data and preventing unauthorised access and modifications to systems • Communications with you not related to marketing, including about changes to our terms or policies or changes to the goods/services or other important notices • To share your personal data with members of our group and third parties that will or may take control or ownership of some or all of our business (and professional advisors acting on our or their behalf) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency. In such cases information will be anonymised where possible and only shared where necessary
To perform our contract with you <i>(Article 6(1)(b) of the UKGDPR and EU GDPR)</i>	<ul style="list-style-type: none"> • name, address, and contact information, including email address and telephone number; • company details; • customer account details • signature • financial details 	<ul style="list-style-type: none"> • To register you as a new customer or supplier • To process orders and deliver goods/services you have purchased • To manage payments, fees, and charges • To create any online account required to facilitate the delivery of goods/services

<p>To pursue legitimate interest of Alexander Dennis or third parties, provided your interests and fundamental rights do not override those interests</p> <p><i>(Article 6(1)(f) of the UKGDPR and EU GDPR)</i></p>	<ul style="list-style-type: none"> • name, address, and contact information, including email address and telephone number; • company details; • customer account details; • financial details 	<ul style="list-style-type: none"> • Ensuring business policies are adhered to, e.g., policies covering security and internet use • Operational reasons, such as improving efficiency, training, and quality control • To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data) • To deliver relevant website content and advertisements to you and use data analytics to improve and measure or understand the effectiveness of our website, products/services, marketing, customer relationships, events, and experiences • Ensuring the confidentiality of commercially sensitive information • Protecting the security of systems and data and preventing unauthorised access and modifications to systems • To collect and recover sums of money owed to us • Preventing and detecting fraud • Credit reference checks via external credit reference agencies • External audits and quality checks • To create any online account required to facilitate the delivery of goods/services • Customise our website and its content to your particular preferences based on a record of your selected preferences or on your use of our website • Retaining and evaluating information on your recent visits to our website and how you move around different sections of our website for analytics purposes to understand how people use our website so that we can make it more intuitive or to check our website is working as intended • Marketing our services to: <ul style="list-style-type: none"> ○ existing and former customers; ○ third parties who have previously expressed an interest in our services; ○ third parties with whom we have had no previous dealings • Communications with you not related to marketing, including about changes to our terms or policies or changes to the goods/services or other important notices • To share your personal data with members of our group and third parties that will or may take control or ownership of some or all of our business (and professional advisors acting on our or their behalf) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency. In such cases information will be anonymised where possible and only shared where necessary
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