



ASTON MARTIN

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register your interest in receiving details of Aston Martin products and services.	(a) Identity (b) Contact (c) Profile	Promote Aston Martin products and services. Respond to your request.
<p>To manage our relationship with you which will include:</p> <p>(a) Direct marketing of materials regarding Aston Martin products and services.</p> <p>(b) Notifying you about changes to our terms, site or privacy policy.</p> <p>(c) Notifying your local dealer of your interest in driving or purchasing an Aston Martin vehicle or attending an Aston Martin event</p> <p>(d) Providing you with customer support.</p> <p>(e) Notifying third parties of any personal data necessary for such companies to provide a service associated with your Aston Martin vehicle ownership (e.g. roadside assistance).</p>	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To deliver relevant website content to you and measure or understand the effectiveness of such content.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our site, purchase products, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our site, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products, to keep our site updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)
To sell vehicles or parts to you where you have requested us to do so.	(a) Identity (b) Contact (c) Transactional	Performance of a contract with you