<table>
<thead>
<tr>
<th>Purpose/Activity</th>
<th>Type of data</th>
<th>Lawful basis for processing including basis of legitimate interest</th>
</tr>
</thead>
</table>
| 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. |
| To manage our relationship with you which will include:                          | (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) |
| (a) Direct marketing of materials regarding Aston Martin products and services.    | (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) |
| (b) Notifying you about changes to our terms, site or privacy policy.             | (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) |
| (c) Notifying your local dealer of your interest in driving or purchasing an Aston Martin vehicle or attending an Aston Martin event | (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) |
| (d) Providing you with customer support.                                         | (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) |
| (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). | (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 |