



# 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 news, products, services, events and merchandise, including promotional and special offers	(a) Identity (b) Contact (c) Profile	Promote Aston Martin news, products, services, events and merchandise. Respond to you request.
To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us (c) Provide the actual service or event to you (including with the assistance of our third party sub-contractors and suppliers (see paragraph 6 of our privacy policy))	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: (a) Direct marketing of Aston Martin news, products, services, events and merchandise, including promotional and special offers (b) Notifying you about changes to our terms, websites or privacy policy (c) Notifying your local dealer of your interest in driving or purchasing an Aston Martin vehicle or attending an Aston Martin event (d) Providing you with customer support (e) Notifying third parties of any personal data necessary for such companies to provide a service associated with your purchase of an Aston Martin product, service or 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/events)
To administer and protect our business and the websites (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(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) (b) Necessary to comply with a legal obligation
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 products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our websites, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our websites 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 (f) Marketing and Communications	Necessary for our legitimate interests (to develop our products/services/events 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