



## Personal Data Processing

The section below explains more in details how and why we process your personal data, as well as the legal basis on which we carry out each type of processing.

TYPES OF PROCESSING	LEGAL BASIS
<b>BROWSING</b>	<b>LEGITIMATE INTEREST AND CONSENT</b>
<p>We may use cookies and similar technologies to allow you to use our Website; to improve our customers' experience; to make our content more relevant to you.</p> <p>Depending on your cookies setting, we may identify you or your device, and log your visits and your usage data when you visit our Website or App.</p> <p>Please read our Cookie Policy to learn more about how we use cookies and similar tracking technologies and how to opt out.</p>	<p>We will collect and use your personal data provided that you consent to such use by accepting our Cookie Policy.</p> <p>In limited circumstances, we may also use some of your personal data to allow our Website or App functionalities on the basis of our legitimate interest to provide our Services to you and to the general public.</p>
<b>ORDER FULFILMENT</b>	<b>PERFORMANCE OF A CONTRACT</b>
<p>We will use your personal data to process your order and deliver our Services.</p>	<p>We will collect and use your personal data to be able to enter into and perform the contract you have requested from us. We may also use</p>



<p>We may share some of your personal data with our payment system provider, our affiliates, and delivery companies for the purpose of performing our obligations to you.</p>	<p>your personal data to fulfil precontractual requests.</p>
<p><b>ADMINISTRATIVE PURPOSES</b></p>	<p><b>PERFORMANCE OF A CONTRACT AND LEGITIMATE INTEREST</b></p>
<p>We will use your personal data to respond to your queries, refund requests and complaints.</p> <p>We may also keep a record of these communications to improve our services and make sure we can demonstrate compliance with Applicable Laws and Code of Conducts.</p>	<p>We will collect and use your personal data to fulfil our contractual obligation to you, and our legal obligations as a company. We also have a legitimate interest to provide our services to you and the general public.</p>
<p><b>MAINTENANCE</b></p>	<p><b>LEGITIMATE INTEREST AND CONSENT</b></p>
<p>We may use some of your personal data to resolve issues with, develop, test and improve our Website or App.</p> <p>For example, we may record your browser's session ID to help us understand more when you leave us online feedback about any problems you are having with our Website, App or Services.</p>	<p>We will collect and use your personal data for the purpose of maintenance and improvement of our Website or App, provided that you have consented to such use.</p> <p>In limited circumstances, we may also process some of your personal data on the basis of our legitimate interest to maintain and improve our Website and App.</p>
<p><b>MARKETING</b></p>	<p><b>LEGITIMATE INTEREST AND CONSENT</b></p>



<p>If you have expressly opted in to receive marketing communications from us, we will use your personal data to share with you marketing communications in line with the preferences you have provided. We may contact you about similar services/products where you have used our Services and you have not opted-out of receiving this information.</p>	<p>We will collect and use your personal data provided that you consent to such use.</p> <p>In limited circumstances, we may also process some of your personal data on the basis of our legitimate interest to providing our Services to you and the general public.</p>
<b>FRAUD PREVENTION</b>	<b>LEGITIMATE INTEREST</b>
<p>We will use your personal data to minimise the risk of fraud and other illegal activities.</p> <p>This includes using your personal data to maintain, update and safeguard your online account with us or checking your delivery addresses to identify potentially fraudulent transactions by third parties.</p>	<p>We will process some of your personal data on the basis of our legitimate interest to protect you, our business, and third parties from fraud and other illegal activities.</p>
<b>GENERAL COMPLIANCE</b>	<b>LEGAL REQUIREMENT AND LEGITIMATE INTEREST</b>
<p>We may process some of your personal data to comply with our contractual or legal obligations. In particular, we may have to assist any public authority or</p>	<p>We will process your personal data to comply with any legal obligation deriving from Applicable Laws and Code of Conducts.</p>



<p>criminal investigation body as required; to verify the accuracy of data we hold about you; and/or to comply with a request from you in connection with the exercise of your rights.</p>	<p>We may retain and process some of your personal data on the basis of our legitimate interest to protect our business from legal liability.</p>
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