

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate. This should be read together with our complete [data privacy notice](#).

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us by emailing dataprivacy.gb@festo.com should you require details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer whether online or otherwise and manage our relationships with prospective customers.	(a) Identity (b) Contact	(a) Performance of a contract with you (b) Necessary for our legitimate interests (maintaining and nurturing relationships with customers and prospects).
To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us (c) Liaising with our suppliers in respect of your order	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Profile (f) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (maintaining and nurturing relationships with customers and prospects).
To enable you to provide feedback on our services, enable us to deal with any complaints and improve our service offering	(a) Identity (b) Contact (c) Transaction (d) Profile (e) Usage (f) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (maintaining and nurturing relationships with customers and prospects).
To ensure we meet with our certification and health and safety requirements	(a) Identity (b) Contact (c) Technical (d) Transaction (e) Profile	(a) Necessary to comply with a legal obligation.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
For management and auditing of our business operations including accounting.	(a) Identity (b) Contact (c) Transaction (d) Technical	(a) Necessary to comply with a legal obligation.
To share information, as needed, with business partners, service providers or as part of providing and administering our products or operating our business.	(a) Identity (b) Contact (c) Transaction (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (maintaining and nurturing relationships with customers and prospects).
To share your information, as needed, with our Official Partners and contractors for direct marketing purposes.	(a) Identity (b) Contact (c) Transaction (d) Profile (e) Usage (f) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (maintaining and nurturing relationships with customers and prospects). (c) With your consent where the direct marketing involves e-marketing to individuals
To carry out checks at Credit Reference and Fraud Prevention Agencies pre-application, at application, and periodically after that	a) Identity (b) Contact (c) Transaction	(a) Necessary to comply with a legal obligation.
To use data analytics to improve our website, products, marketing, customer relationships and experiences	(a) Technical (b) Usage	(a) Necessary for our legitimate interests (maintaining and nurturing relationships with customers and prospects).
To make suggestions and recommendations to you via direct email marketing about goods or services that we offer and which may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications	(a) Necessary for our legitimate interests (maintaining and nurturing relationships with customers and prospects). (b) With your consent where the personal data being processed relates to that of an individual.
To make automated decisions on whether to inform you of products which may be of interest to you	(a) Technical (b) Usage (c) Contact	(a) Performance of a contract with you (b) Necessary for our legitimate interests (maintaining and nurturing relationships with customers and prospects).
To discover prospective customers and build our business through lead and event management	(a) Identity (b) Contact (c) Marketing and Communications	(a) Necessary for our legitimate interests (maintaining and nurturing relationships with customers and prospects).
To store CCTV imagery obtained at our offices for security purposes.	(a) Identity	(a) Necessary for our legitimate interests (keeping employees and customers safe and secure by preventing crime).