

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a member, where you sign up to become an OurView member.	Contact Identity Financial Profile Technical Usage Preference Transactional Marketing	Performance of a contract.
In connection with any orders of products made on our Website or at cellar door, or in relation to any service we provide to you. Including any contractual obligations we may have with you.	Contact Identity Financial Transactional Technical	Performance of a contract.
To enable us to contact you and send information in relation to your purchases. For example, where you book a ticket to an event we run, to enable us to provide information about the event prior to your arrival.	Contact Identity Financial Transactional Technical	Performance of a contract.
To manage our relationship with you or address queries and complaints.	Contact Identity Transactional	Performance of a contract. Consent.
Where you book a Wine tasting tour, make a reservation at our restaurants or attend one of our events.	Contact Identity Financial Transactional Technical Health and Medical	Performance of a contract. Compliance with a legal obligation.
To add you to our mailing list and send you communications (electronically or	Contact Identity	Consent.

otherwise) about our events, news, offers and general matters.	Marketing and Communications	
To enable you to partake in a prize draw, competition or complete a survey.	Identity Contact Marketing and Communications	Performance of a contract. Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business).
To administer, manage and protect our Website.	Identity Contact Technical	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). Necessary to comply with a legal obligation.
To monitor the use visitors to our Websites.	Transactional Technical Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy).