



## Groups of Personal Information

Here is a list of all the ways that we may use your personal information, and which of the reasons we rely on to do so. This is also where we tell you what our legitimate interests are. We use many different kinds of personal information, and group them together like this:

Purpose of processing	Categories of individuals	Types of personal data	Our reasons (purpose for collection)	Lawful basis for processing	Nature and purpose of the processing	Data shared with?	Retention period
Marketing	Prospect Customers	Name(s), Email address, Telephone number(s), Work address, Call recordings, IP Address, Email communication	Commercial Proposition to sell telecommunication products and associated services / products	Our legitimate interests	Storing the information in our software, to retrieve and sell our services	Internally only	Up to 6 years
		Billing data	Reviewing historical mobile phone data	Our legitimate interests	To compile a current usage model	Internally only	30 days
Marketing	Business Customers	Name(s), Email address, Telephone number(s), Work address, Call recordings, IP Address, Email communication	Commercial Proposition to sell telecommunication products and associated services / products	Our legitimate interests	Storing the information in our software, to retrieve and sell our services	Internally only	Up to 6 years
Customer orders	Customers	Name(s), Email address, Telephone number(s), Call recordings, IP Address, Telephone numbers (mobile, pager, fixed line, facsimile, xDSL, 4G routers), Banking details, Date of birth, Passwords, tokens and 2nd factors of authentication, User Login ID, MAC addresses, Email communication, CCTV	Credit checks, Fulfilling orders	Performance of contract	Storing and using the information to fulfil the contract	Network service providers Couriers for dispatching goods	7 years + length of contract
		Name(s), Email address, Telephone number(s), Call recordings, IP Address, Telephone numbers (mobile, pager, fixed line, facsimile, xDSL), Email communication	Protect our commercial interest against bad debt	Our legitimate interests	Storing and using the information to fulfil the contract	Debt collection agencies	7 years + length of contract
Customer Service	Customers	CCTV	Security - Security and safety in and around the buildings	Our legitimate interests	Storing images for the purpose of security of employees, customers, suppliers and visitors	CCTV provider	30 days



## Groups of Personal Information (cont.)

Purpose of processing	Categories of individuals	Types of personal data	Our reasons (purpose for collection)	Lawful basis for processing	Nature and purpose of the processing	Data shared with?	Retention period
Customer Service	Customers	Name(s), Email address, Telephone number(s), Call recordings, IP Address, Telephone numbers (mobile, pager, fixed line, facsimile, xDSL, 4G routers), Banking details, Date of birth, Passwords, tokens and 2nd factors of authentication, User Login ID, MAC addresses, Email communication	Contracts, Providing customer service	Performance of contract	Storing and using the information to fulfil the contract	Internally only	7 years + length of contract
		Billing data	Our legitimate interests	To compile a current usage model	To compile a current usage model	Internally only	30 days
Customer orders	Customers	Name(s), Email address, Telephone number(s), Work address	Contract	Performance of contract	To send physical goods that have been purchased	Suppliers / Processors	7 years + length of contract
Call recordings	Customers	Voice data	Recording inbound and outbound calls with customers	Our legitimate interests	Compliance checks against what has been sold to a customer, and provide evidence in case of a query	Internal only, and the customer if requested	2 years

We also obtain data from publicly available sources such as information held in Companies House, and information about you that is openly available on the internet.