

Processing your data is necessary to meet, or prepare, a contract for our products/services:	
Provide you with your product/service	We process your personal data to: <ul style="list-style-type: none"> • Process the products/services you bought from us • Contact you regarding billing • Respond to any enquiries or concerns you have • Send service messages to you
Legitimate interests	
To enable our business and pursue our legitimate interests	We process your personal data to <ul style="list-style-type: none"> • Improve our processes, such as Customer Services, through analysis of communications such as call recordings • Improve the product/services that we offer • Send surveys through platforms such as Trustpilot and Survey Monkey • Undertake marketing activities, including direct marketing (e.g., email, SMS) and online advertising, on new and existing products/services • Conduct market research • Defend ourselves from complaints or legal claims • Protect our staff and property
Legal obligation	
To meet specific legal obligations	We process your personal data to: <ul style="list-style-type: none"> • Prevent and detect crime and fraud • Support investigations from law enforcement agencies or regulators • Monitor our compliance with legal obligations • Support our vulnerable customers

We may also rely on consent to send marketing material to you via email, SMS or over the telephone. You can withdraw your consent at any time.

Who we share your personal data with

Depending on the product/service you acquire, we may share personal data with the following:

- Banks
- Law enforcement agencies
- Regulatory bodies, courts, public bodies
- Law firms
- Auditors
- Our parent company where compliance obligations are concerned for statistical and analytical trends to inform and improve our services.

Where we have collected your personal data from other sources (including all companies within the Trafalgar Group), we may combine this information in certain circumstances in order to enhance our understanding of the services you use and your preferences in relation to our products and services within our Group. This is necessary for the purposes of our legitimate interests to personalise your experience and where you have agreed to receive marketing, to ensure that we provide you the most appropriate content from the Trafalgar Group.

We utilise several service providers to assist us with activities such as processing payment transactions, running surveys, and providing the infrastructure for our information-technology services. These include organisations such as Google, Facebook, MailChimp, Survey Monkey, Hubspot and Microsoft. In the event Drama Kids is acquired, personal data shall be transferred to the new organisation and you shall be informed.