

DESTINATION LINCOLNSHIRE – PRIVACY

We will only use your personal data to the extent permitted by the law. The following table sets out the types of data we may use, the reasons we may use this data, and the legal basis for doing so:

Reason for using data	Type of data	Legal basis
To communicate with you	Identity, Contact, Enquiry	Consent, Compliance or Legitimate Interests
Improvement of our service	All data	Legitimate Interests
To advise you of opportunities and advertising, including market research	Contact, Marketing and Communication	Consent
To detect, prosecute and prevent fraud and other crime	All data	Compliance, legitimate interests
To access and manage any potential risks to the proper running of our work	Identity, Contact, Usage, Technical	Legitimate interests
To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting data)	Technical, Usage	Legitimate interests
To use data analytics to improve and enhance our service	Usage, Technical	Legitimate interests
To create and manage our marketing database	Identity, Contact, Marketing and Communications	Consent, Legitimate interests
To enable you to participate in a draw, competition or promotion	Identity, Contact, Usage, Marketing and Communications	Consent, Legitimate interests