

TABLE OF PERSONAL INFORMATION WE USE

The table below sets out detailed information about our purposes for processing, the basis for processing and the retention period for the personal data.

Category of personal data	Purpose of processing	Lawful basis for processing	Retention period
Name and contact details	To provide the services of the website and all related web activities.	Performance of contract Compliance with legal obligations	Forever
Date of birth	To provide the services of the website and all related web activities.	Performance of contract Compliance with legal obligations	Forever
Payment information	To process orders of sales for goods and services.	Performance of contract Compliance with legal obligations	Forever
Contact history	To carry out conversations with specific persons in the public, or perform e-mail marketing, or other types of electronic conversations.	Performance of contract Compliance with legal obligations	Forever
Browser, device and Site usage information	To analyze who views the website, and to try to determine for what purpose.	Performance of contract Compliance with legal obligations	Forever
Information from linked accounts	To ascertain information related to Patrick R. McElhiney, to better serve the public.	Performance of contract Compliance with legal obligations	Forever
Responses to surveys, competitions and promotions	To gather information to be able to better serve the public.	Performance of contract Compliance with legal obligations	Forever
Customer comments and product reviews	To provide feedback to Patrick R. McElhiney and the public about content on the website.	Performance of contract Compliance with legal obligations	Forever

CCTV images	To provide security to Patrick R. McElhiney for use in the event of threats towards his life, or other security-related incidents.	Security-related purposes. Performance of contract	Forever
Information generated in the course of the use of our products and services	To gather more information to better serve the public interests.	Performance of contract Compliance with legal obligations	Forever
Information collected through cookies and similar technologies	For computer-related tasks such as processing web requests and other online software activities.	Performance of contract Compliance with legal obligations	30 days