

Your personal information may be stored and processed by us in the following ways and for the following purposes (we have also set out the UK and EU GDPR lawful basis that apply for each):

Processing activity	Type of personal information processed	Lawful basis for processing
<p>For customer management purposes and to administer and improve our business (including our services and products). This includes:</p> <ul style="list-style-type: none"> • as part of our user registration process; • corresponding with you; • for the management and administration of our customers and business; • to improve and develop our business (including through training artificial intelligence systems); and/or • to improve the quality, content and relevance of our communications (where you have subscribed to receive our communications) by following your interactions with that communication, such as whether you receive, open or click on a link within an email communication. 	<ul style="list-style-type: none"> • Biographical and Contact Data • Account Credentials • Professional Data • Preference Data • Digital Asset Usage Data • Correspondence 	<p>Legitimate interests (to effectively manage and provide services to you and to improve our services)</p>
<p>For the purpose of verifying and executing transactions you make using the Digital Asset.</p>	<ul style="list-style-type: none"> • Biographical and Contact Data • Account Credentials • Transaction Data 	<p>Performance of a contract</p>
<p>For maintenance and management of the Digital Asset. This includes:</p> <ul style="list-style-type: none"> • ongoing review and improvement of the information provided on our 	<ul style="list-style-type: none"> • Biographical and Contact Data • Account Credentials 	<p>Legitimate interests (maintaining and managing information technology services, network and data)</p>

<p>Digital Assets to ensure they are user friendly and to prevent any potential disruptions or cyber-attacks;</p> <ul style="list-style-type: none"> to conduct troubleshooting/analysis required to detect malicious code/ actors and understand how this may affect your IT system; and/or for statistical monitoring and analysis of current attacks on devices and systems and for the on-going adaptation of the solutions provided to secure devices and systems against current attacks. <p>We may also anonymise your personal information for this purpose.</p>	<ul style="list-style-type: none"> Professional Data Preference Data Digital Asset Usage Data Correspondence 	<p>security and fraud prevention)</p>
<p>For the purposes outlined in our Cookies Policy</p>	<ul style="list-style-type: none"> Account Credentials Preference Data Digital Asset Usage Data 	<p>Legitimate interest (providing necessary functionality of our Digital Asset)</p> <p>Consent only where required by applicable data protection law e.g. in relation to information obtained from non-essential cookies and similar technologies. You can withdraw this consent at any time in your cookie preferences.</p>
<p>For analytics, statistical, profiling and insight purposes. This includes:</p> <ul style="list-style-type: none"> to understand the needs and interests of our customers; to undertake market segmentation (including for marketing purposes); to conduct market insight activities; and/or 	<ul style="list-style-type: none"> Biographical and Contact Data Professional Data Preference Data Digital Asset Usage Data Correspondence 	<p>Legitimate interest (improving and enhancing our business model and services, better understanding our customers)</p>

<ul style="list-style-type: none"> to personalize the Digital Asset or services or communication based on profile data we have applied to you; <p>We may also anonymise your personal information for this purpose.</p>		
<p>For marketing/ promotional purposes, this includes:</p> <ul style="list-style-type: none"> to communicate with you in order to provide you with information about services, products and/or events that may be of interest to you via email, phone, social media. 	<ul style="list-style-type: none"> Biographical and Contact Data Professional Data Preference Data Digital Asset Usage Data Correspondence 	<p>Legitimate interest (informing our customers about the Digital Asset and our products and services), unless Consent is required by applicable data protection law.</p> <p>You can withdraw this consent/unsubscribe at any time by clicking on the unsubscribe link within each communication.</p>
<p>For legal and regulatory purposes, this includes:</p> <ul style="list-style-type: none"> in order to comply with and in order to assess compliance with applicable laws, rules and regulations, and internal policies and procedures; to prevent and detect fraud and/or other criminal activity or misconduct; and/or establishment and handling of legal claims. 	<ul style="list-style-type: none"> Biographical Data Professional Data Digital Asset Usage Data Correspondence 	<p>Legal obligations, where the processing activity is required by law or regulation</p> <p>In all other cases, legitimate interests (to comply with our obligations and exercise our legal rights)</p>
<p>To receive business support (such as consultancy, banking, legal, insurance and accounting services) or to restructure our business, including in the context of sales, transfers, mergers and acquisitions (and the negotiations of the foregoing).</p>	<ul style="list-style-type: none"> Biographical Data Account Credentials Professional Data 	<p>Legitimate interest (restructuring our business)</p>

	<ul style="list-style-type: none">• Preference Data• Digital Asset Usage Data• Correspondence	
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