

Processing Purpose	Categories of Personal Information	Legal Bases (incl. Legitimate Interests pursued, if applicable)	Categories of Recipients
To provide our website	Device and usage information	Legitimate interests: We have a legitimate interest in providing a website for the public in order to develop and further our business.	<ul style="list-style-type: none"> • Affiliates or subsidiaries; • Information technology services providers (e.g. AWS, GCP, hosting provider); Client management services; and • Data analytics providers
To contact you and provide you with information that you have requested and deal with any matters arising as a result of that contact	<ul style="list-style-type: none"> • Contact information such as names; email addresses; mailing addresses; telephone numbers; job title and employer name; • Device and usage information; and • Information provided in connection with the request or the following communication 	<p>Taking steps at entering into a contract (as far as the communication directly relates to this and the data subject is a potential party to the contract)</p> <p>Legitimate interests (as far as the communication does not directly relate to a (potential) contract or if the data subject is not a potential party to the contract): We have a legitimate interest in communicating with you upon your request and to deal with any</p>	<ul style="list-style-type: none"> • Affiliates or subsidiaries; • Information technology service providers (e.g. AWS, GCP, hosting provider), hosting provider; • Joint marketing partners; and • Payment processors and financial institutions

		matters arising of that contact	
<p>To conduct website analytics:</p> <ul style="list-style-type: none"> Analyze site usage so we can measure and improve performance understand Website Visitor's needs and preferences; Provide a website that is tailored to Website Visitors' requirements; and Ensure that our website continues to be responsive to Website Visitors' requirements 	<ul style="list-style-type: none"> Device and usage information; and Internet Protocol (IP) address, domain name, click-activity, referring website, and/or a date/time stamp. 	<p>Legitimate interests: We have a legitimate interest in analyzing the usage of our website in order to continuously improve it and to customize it to Website Visitors' needs.</p>	<ul style="list-style-type: none"> Affiliates or subsidiaries; Information technology services providers (e.g. AWS, GCP, hosting provider); Ad networks, data analytics providers; and Advertising partners, joint marketing partners.
<p>To record and evaluate the use of the website for targeted advertising and allow ad networks to serve ads that are relevant to your interests</p>	<ul style="list-style-type: none"> Device and usage information 	<p>Legitimate interests: We have a legitimate interest in providing targeted advertising to Website Visitors in order to promote our products and services in the best possible way.</p>	<ul style="list-style-type: none"> Affiliates or subsidiaries; Information technology services providers (e.g. AWS, GCP, hosting provider); , Client management services, Data analytics providers, ad networks; Billing providers; and Joint marketing partners
<p>To enable our users to recommend our</p>	<ul style="list-style-type: none"> Device and usage information 	<p>legitimate interests: We have a legitimate</p>	<ul style="list-style-type: none"> Affiliates or subsidiaries;

website via social plugins or share information about our website with others		interest in enabling Website Visitors to share information about our website via social media.	<ul style="list-style-type: none"> • Information technology services providers (e.g. AWS GCP, hosting provider); • Ad networks, data analytics providers; • Billing providers; • Joint marketing partners, and • Plug-in providers listed on our website (e.g., Facebook, LinkedIn)
To enable our users to access third-party content embedded on our website	<ul style="list-style-type: none"> • Device and usage information 	Legitimate interests: We have a legitimate interest in enabling Website Visitors to access third-party content on our website.	<ul style="list-style-type: none"> • Affiliates or subsidiaries; • Information technology services providers (e.g. AWS, GCP, hosting provider); • Ad networks, data analytics providers; • Billing providers; • Advertising partners; and • Providers of third-party content listed on our website (e.g., YouTube)
To determine disruptions and to	<ul style="list-style-type: none"> • Device and usage information 	Compliance with a legal obligation	<ul style="list-style-type: none"> • Information technology

ensure the security of our systems, including the detection and tracing of (the attempt of) unauthorized access to our web servers		(deriving from data security requirements) Legitimate interest (as far as the processing goes beyond what is legally required): We have a legitimate interest in resolving disruptions, ensuring the security of our systems and the detection and tracing of (the attempt of) unauthorized access.	services providers (e.g. AWS, GCP, hosting provider), consultants, forensics providers).
To safeguard and defend our rights	<ul style="list-style-type: none"> • Device and usage information 	Legitimate interests: We have a legitimate interest in safeguarding and defending our rights.	<ul style="list-style-type: none"> • Government entities, law enforcement, courts, advisors, other group entities.
To meet any regulatory or legal requirements	<ul style="list-style-type: none"> • Device and usage information 	Compliance with a legal obligation	<ul style="list-style-type: none"> • Government entities, law enforcement, courts, advisors, other group entities
To provide our mobile app	<ul style="list-style-type: none"> • Information from your mobile device such as unique identifying information broadcast from your device when using Willow Tree controlled Apps or visiting our websites. 	We have a legitimate interest in identifying unique visitors, and in understanding how users interact with our products and services on their mobile devices	<ul style="list-style-type: none"> • Information technology services providers (including our hosting provider); • Group companies; • Ad networks, data analytics providers; • Billing providers, and • Advertising partners