**ANNEX 1**

**PERSONAL INFORMATION WE COLLECT FROM YOU DIRECTLY**

|  |  |  |
| --- | --- | --- |
| **Category of personal information** | **How we use it** | **Legal basis for processing** |
| **Your contact information**, such as full name, address, phone number and email address. | We use this information to respond to your request to schedule and contact you about your consultation with our hearing experts. | The processing is necessary for the performance of the activities of contacting you. |
| We use this information to respond to your questions about our products. | The processing is necessary for our legitimate interests, namely responding to your queries. |
| We use this information to send unsolicited marketing messages to you in accordance with your preferences | We will only process your personal information in this way to the extent you have given us your consent to do so. |
| **Whether you currently wear hearing aids**, including the brand of hearing aids you use and how long you have had them. | We use this information to tailor any consultations you arrange with our hearing experts and to determine which type of product would be suitable for your needs. | We will only process your personal information in this way to the extent you have given us your consent to do so. |
| **Whether you suffer from hearing loss**, including which ear is affected and the severity of the hearing loss. | We use this information to tailor any consultations you arrange with our hearing experts and to determine which type of product would be suitable for your needs. | We will only process your personal information in this way to the extent you have given us your consent to do so by answering to the questionnaire. |
| **When you last had a hearing test.** | We use this information to tailor any consultations you arrange with our hearing experts. | The processing is necessary for our legitimate interests, namely tailoring our services to you. |
| **Your age** | We use this information to tailor any consultations you arrange with our hearing experts. | The processing is necessary for our legitimate interests, namely tailoring our services to you. |
| **All personal information set out above.** | We use all the personal information we collect to operate, maintain and provide to you the features and functionality of our website, to communicate with you, to monitor and improve our website, our business, the services we provide, and to help us develop new products and services. | The processing is necessary for our legitimate interests, namely to administer and improve our website and our services. |