

Brodies Tennis Invitational – Terms of use and privacy policy

3 How we use your information

3.1 The table below outlines how we use your personal information and our reasons. Where these reasons include legitimate interests, we explain what these legitimate interests are.

What we use your information for	Our reasons	Our legitimate interests
<ul style="list-style-type: none"> To provide you with information you may ask for 	<ul style="list-style-type: none"> Legitimate interests 	<ul style="list-style-type: none"> To fulfil enquires you might make of us
<ul style="list-style-type: none"> Events management 	<ul style="list-style-type: none"> Consent Soft opt-in (i.e. where we have an existing relationship that allows us to send electronic marketing communications to you on an opt-out basis) Legitimate interests 	<ul style="list-style-type: none"> To hold events, such as seminars or corporate hospitality to promote our business and its services
<ul style="list-style-type: none"> To manage our relationship with you which will include notifying you about changes to our privacy notice and our website terms and conditions 	<ul style="list-style-type: none"> Legitimate interests Contract performance 	<ul style="list-style-type: none"> To provide efficient client care and services To keep you updated about changes in the legal terms that apply to the use of our website. For record keeping and firm management
<ul style="list-style-type: none"> For other marketing and business development activities, including to seek new business, promote our business and events management 	<ul style="list-style-type: none"> Consent Soft opt-in (i.e. where we have an existing relationship that allows us to send electronic marketing communications to you on an opt-out basis) Legitimate interests 	<ul style="list-style-type: none"> To develop our relationship with you and others To attract new business, including bidding and tendering To promote our business To tell you about new legal services and developments that might interest you To seek your consent if we need it to contact you
<ul style="list-style-type: none"> To manage the systems that contain our marketing database To manage marketing preferences and keep our records up to date 	<ul style="list-style-type: none"> Legitimate interests 	<ul style="list-style-type: none"> For data management for marketing and business development purposes To improve our systems and services To seek feedback To seek your consent when we need it to contact you
<ul style="list-style-type: none"> For data analysis, testing, research, statistical and survey purposes For analytical purposes relating to electronic marketing communications that we issue (for more information on our use of email tracking please see our Cookies Statement) 	<ul style="list-style-type: none"> Legitimate interests Consent (where required by law) 	<ul style="list-style-type: none"> To understand how our communications are used and what content is accessed by those who receive them Data management for marketing and business development purposes To assess which of our services may be of interest to you and to tell you about them Improving our systems and services