

## How do we use personal data?

We use the data we collect about you for various purposes. European data protection legislation sets out specific “lawful basis” for processing personal data. The table below sets out under which basis we process different information about you, and explains the purpose of that processing. It also sets out the specific rights you have in respect of that processing, which may depend on the basis we process it for.

| Lawful basis and purpose  | What personal data do we use?   | Specific rights you may request   |
|---|---|---|
| <b>Complying with legal obligations</b>   |   |   |
| <p>To meet our obligations under<br/> Water Industry Act 1991<br/> Water Industry Act 1999<br/> Water Act 2014<br/> Instrument of Appointment (issued by the Secretary of State for the Environment)<br/> Water Supply (Water Fittings) Regulations 1999<br/> Water Supply (Water Quality) Regulations 2016<br/> Water Resources Act 1991<br/> Environment Act 1995</p> <p>To confirm your identity to keep records required by law or to evidence our compliance with laws, including tax laws, consumer protection laws and data protection laws. To provide information to law enforcement agencies or other authorities where we are required to do so.</p> | <p>Legal information,<br/> Transaction information,<br/> Communications (where relevant),<br/> Preference information in the case of cookie preferences only.</p> | <p>To access the personal data we hold about you</p> <p>To correct the personal data we hold about you.</p>   |
| <b>Our legitimate interests</b>   |   |   |
| <p>To manage customer accounts, including keeping customer records, customer care and other interactions including compensation and GSS, for our internal business administration, and to protect customers and our business from fraud to minimise the risk of false details being used, and abuse by fraudsters. This is necessary in order for us to operate efficiently, deal with any issues which may arise and to protect ourselves against any future legal claims and ourselves and others against fraudulent transactions.</p>  | <p>Transaction information,<br/> Legal information,<br/> Communications,<br/> Preference information</p>  | <p>To restrict our processing to storing your personal data, except when using it for purposes of legal advice or action, or to protect another individual.</p> |
| <p>To manage any surveys or other water efficiency promotions that you have chosen to participate in. Where possible we will use pseudonymised data for these purposes.</p>   | <p>Contact information,<br/> Preference information,<br/> Communications,<br/> Voluntary information</p>  | <p>To object to our use of your personal data for the purposes stated.</p>  |
| <b>Consent</b>  |   |   |
| <p>To provide you with operational and service requirements based on health circumstances or financial circumstances, where applicable.</p> <p>To send you direct marketing for water related products and services.</p>  | <p>Contact information</p>  | <p>To withdraw your consent. You can withdraw your consent to receive direct marketing from us by contacting us</p>   |