



Purpose of Processing	Categories of Personal Information	Legal Basis for Processing
To respond to your questions and comments about our products and services and interact with the business for which you work	Direct identifiers, user-generated online content	<u>Legitimate Interests</u> : Responding to questions and comments and interacting with our current and prospective customers
To process your orders and facilitate your payments for our products and services	Direct identifiers, personal records	<u>Legitimate Interests</u> : Processing orders for our products and services
To evaluate employment applications	Direct identifiers, employment information, demographic information	<u>Precontractual Measures</u> : To recruit and evaluate potential candidates to join Greenfield <u>Legitimate Interests</u> : Evaluating candidates for jobs at Greenfield and for our internal statistical and analytics purposes <u>Compliance with Legal obligations</u> : To comply with applicable legal obligations, including in the field of employment law <u>Consent</u> : Processing Sensitive Personal Information for the purposes stated above
To facilitate online account registration	Direct identifiers, online account information	<u>Legitimate Interests</u> : Enabling access to areas of Sites that require the creation of user accounts and allowing customers to complete online purchases
To send you marketing emails, newsletters, brochures, and details about products and services	Direct identifiers	<u>Legitimate Interests</u> : Sending you information and tailored communications about products and services that may be of interest to you
To perform website usage analytics	Site usage information	<u>Legitimate Interests</u> : Improving the functionality of the Sites and for our internal statistical and analytics purposes
To ensure legal compliance and exercise our legal rights, such as enforcing our agreements with you	All categories	<u>Legitimate Interests</u> : Complying with legal requirements and exercising our legal rights <u>Compliance with a Legal Obligation</u> , such as when we are required to disclose information pursuant to regulatory or labor law requirements
To protect you and other users of our Sites, products, and services, as well protect the security of our Sites and integrity of our products and services	All categories	<u>Legitimate Interests</u> : Protecting you and the Sites against unauthorized or nefarious activity
Facilitate a financing, sale, merger, or reorganization of our business or assets	All categories	<u>Legitimate Interests</u> : Enabling the sale or reorganization of our business or assets
To promote public health and safety	Limited medical information	<u>Public Interest</u> : Promoting public interest in the area of public health