



## Qlik Privacy and Cookie Notice: EU/UK Lawful Basis by Data Type (English)

| Purpose of Processing                             | Data Categories   | Legal Basis  |
|---|---|--|
| Perform a contract                                | Technical Information<br>Contact Information<br>Financial Information<br>Activity Data  | <ul style="list-style-type: none"><li>• Art. 6(1)(b) GDPR (contract performance)</li></ul>   |
| Operate & provide websites, content and offerings | Technical Information<br>Contact Information<br>Financial Information<br>Activity Data<br>Communication Data<br>Social Media Data | <ul style="list-style-type: none"><li>• Art. 6(1)(f) GDPR (legitimate interest): Technical Information, Activity Data</li><li>• Art. 6(1)(a) GDPR (consent): Technical Information, Contact Information, Financial Information, Activity Data, Communication Data, Social Media Data</li></ul> |
| Improve websites and services                     | Technical Information<br>Activity Data<br>Communication Data  | <ul style="list-style-type: none"><li>• Art. 6(1)(f) GDPR (legitimate interest)</li><li>• Art. 6(1)(a) GDPR (consent)</li></ul>  |
| Manage contact requests                           | Contact Information<br>Activity Data<br>Communication Data  | <ul style="list-style-type: none"><li>• Art. 6(1)(f) GDPR (legitimate interest)</li></ul>  |
| Other communications and relationship management  | Technical Information<br>Contact Information<br>Activity Data<br>Communication Data<br>Social Media Data                          | <ul style="list-style-type: none"><li>• Art. 6(1)(a) GDPR (consent): Technical Information, Activity Data, Communication Data, Social Media Data, Third-Party Sourced Data</li><li>• Art. 6(1)(b) GDPR (contract performance): Contact Information</li></ul>                                   |

|                          | Third-Party Sourced Data   |   |
|--------------------------|--|---|
| Call recording           | Activity Data<br>Audio/Visual Data   | <ul style="list-style-type: none"> <li>• Art. 6(1)(a) GDPR (consent): Activity Data</li> <li>• Art. 9(2)(a) GDPR (consent): Audio/Visual Data</li> </ul>  |
| Marketing communications | Technical Information<br>Contact Information<br>Activity Data<br>Event Information<br>Education and Exam Data<br>Communication Data<br>Social Media Data<br>Third-Party Sourced Data | <ul style="list-style-type: none"> <li>• Art. 6(1)(f) GDPR (legitimate interest)</li> <li>• Art. 6(1)(a) GDPR (consent)</li> </ul>  |
| Academic Program         | Contact Information<br>Event Information<br>Education and Exam Data  | <ul style="list-style-type: none"> <li>• Art. 6(1)(b) GDPR (contract performance): Contact Information, Event Information, Education and Exam Data</li> <li>• Art. 9(2)(a) GDPR (consent): Education and Exam Data</li> </ul>                         |
| Events                   | Contact Information<br>Event Information<br>Activity Data<br>Audio/Visual Data<br>Health Information<br>Third-Party Sourced Data   | <ul style="list-style-type: none"> <li>• Art. 6(1)(f) GDPR (legitimate interest): Contact Information, Event Information, Activity Data</li> <li>• Art. 9(2)(a) GDPR (consent): Contact Information, Audio/Visual Data, Health Information</li> </ul> |
| Premises management      | Contact Information<br>Event Information   | <ul style="list-style-type: none"> <li>• Art. 6(1)(f) GDPR (legitimate interest): Contact Information, Event Information</li> </ul>   |



|  |   |  |
|--|---|--|
|  | Audio/Visual Data<br>Health Information | <ul style="list-style-type: none"><li>• Art. 9(2)(a) GDPR (consent):<br/>Audio/Visual Data, Health<br/>Information</li></ul> |
|--|---|--|