

CLIFFORD CHANCE

HOW WE USE YOUR PERSONAL DATA

Uses of personal data	Our lawful basis for the use of your personal data
To provide news and information services including email briefings and newsletters; to give access to online tools and to invite you to events that we and our partners organise.	Where you have consented and expressed a preference to receive such marketing communications; or where it is appropriate and relevant to our business relationship with you.
To send you details of surveys, campaigns or other initiatives that we co-ordinate.	Where you have consented and expressed a preference to receive such marketing communications; or where it is appropriate and relevant to our business relationship with you.
To operate suppression lists to ensure that you do not receive communications if you object or unsubscribe	To respect your rights and comply with our legal obligations.
To collect insights into how you interact with our services so that we can personalise our communications with you and improve our websites and services.	Where we have your consent or where it is necessary so that we can deliver our websites and online services effectively.
To maintain contact with past employees and other alumni.	To promote networking and communication with and between Clifford Chance and its former employees
To conduct client due diligence and conflict checks when on-boarding a new client.	To comply with our legal and regulatory obligations including compliance with anti-money laundering legislation, fraud and crime prevention.
To provide legal advice and related relevant services, to manage and administer our business relationships, including to communicate with our clients, their employees and representatives, to manage billing and payments and to keep records.	To fulfil our contract with our client(s) and to comply with legal and regulatory obligations including accounting, tax and data privacy.
To maintain security and manage access to our offices, systems and our websites.	To comply with legal obligations, and because we have a legitimate interest in maintaining the security of our buildings, websites and networks.
Enforcing our terms of engagement, website terms of use and other terms and conditions	To protect our legal interests.
Sharing personal data in connection with acquisitions and transfers of our business	To comply with legal obligations and to facilitate the transaction.
To manage our supply chain including identifying and maintaining contact with service providers.	Where necessary for the efficient running of our business.
Other purposes that we have identified at the point of collection.	Where we have your consent.