



Website processing at a glance

Website activity	Personal data likely to be used	Purpose	Lawful basis	Retention approach
Browsing the website	IP address, device information, browser type, operating system and website usage data.	To operate, secure and improve the website and understand how it is used.	Legitimate interests in website operation, security, service improvement and performance monitoring. Where optional analytics cookies are used, consent will be requested separately.	Kept only for as long as needed for security, service management, analytics or audit purposes, in line with Livin's retention and disposal arrangements.
My Livin account	Name, date of birth, contact details, account information, service history and information submitted through the account.	To manage your account, provide online services, respond to requests and administer our relationship with you.	Contract, legal obligation, public task and legitimate interests, depending on the service being accessed.	Kept for as long as needed to manage the account, provide services and meet legal, regulatory and audit requirements.
Online contact forms and	Name, contact details, address, service request	To respond to your enquiry, provide the	Contract, legal obligation, public task and	Kept for as long as needed to deal with the request

service requests	details and any supporting information you provide.	requested service, investigate issues and keep appropriate records.	legitimate interests in responding to enquiries and managing services.	and any follow-up, complaint, legal or regulatory requirement.
Payments and transactions	Contact details, account reference, payment details and transaction records.	To process payments, keep financial records and prevent fraud.	Contract, legal obligation and legitimate interests in financial administration, fraud prevention and service security.	Kept in line with financial, audit and statutory retention requirements.
Live Chat	Name, address, date of birth, contact details, chat transcript and information relevant to your query, which may include special category data where you choose to provide it.	To verify identity, answer your query, provide services, support safeguarding, review quality and investigate issues.	Contract, legal obligation, public task, vital interests and legitimate interests, depending on the nature of the query.	Chat records are kept only for as long as needed for service delivery, quality assurance, safeguarding, investigation, legal or audit purposes.
AI assistant "Ali"	Records of your interaction with the assistant and technical information about the session. You should not enter personal data into Ali.	To provide general information, monitor performance, improve content and check the service is working properly.	Legitimate interests in providing digital self-service, quality assurance, security and service improvement.	Interaction records are kept only for as long as needed for quality assurance, security, service improvement, investigation or audit purposes.

Complaints or concerns submitted through the website	Name, contact details, complaint details, supporting information and correspondence.	To investigate and respond to complaints or concerns.	Legal obligation, public task and legitimate interests in complaint handling, governance and service improvement.	Kept for as long as needed to manage the complaint, any review or escalation, and legal, regulatory or audit requirements.
Cookies and similar technologies	Cookie identifiers, device information, usage data and preference records.	To make the website work, remember choices, understand website use and improve online services.	Strictly necessary cookies are used for website operation. Consent is requested for non-essential functionality and analytics cookies unless a lawful exemption applies.	Cookie durations are shown in the cookie preference tool. Cookie preference and consent records are kept for a limited period so that choices can be respected and evidenced.