

Further information—legal basis for processing your information

Under GDPR, we may only process your personal information if we have a “legal basis” (i.e. a legally permitted reason) for doing so. For the purposes of this privacy policy, our legal basis for processing your Information is set out in the table below. For the purpose of the table below, reference to member includes contacts and individuals within a member which is a corporate member of IAM and also includes a prospective member or user

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new member	(a) Identity (b) Contact (c) Education and Career	Performance of a contract with you
To provide membership services	(a) Identity (b) Contact (c) Education and Career (d) Marketing and Communication (e) Transaction (f) Profile	(a) Performance of a contract with you (b) Necessary for our legitimate interests (the advancement of asset management)
To process and fulfil any orders	(a) Identity (b) Contact (c) Transaction (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests
To manage our relationship with you		(a) Performance of a contract with you

	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Marketing and Communications</p> <p>(e) Education and career</p>	<p>(b) Necessary to comply with a legal obligation</p> <p>(c) Necessary for our legitimate interests (to keep our records updated and to study how members use our services)</p>
<p>To understand how you may be able to help us</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Marketing and Communications</p> <p>(e) Education and career</p>	<p>Necessary for our legitimate interests (to advance asset management)</p>
<p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Technical</p>	<p>(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)</p> <p>(b) Necessary to comply with a legal obligation</p>
<p>To deliver relevant website content and marketing to you and measure or understand the effectiveness of the marketing we serve to you</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Usage</p> <p>(e) Education and Career</p>	<p>Necessary for our legitimate interests (to study how members use our services, to develop them, to grow our organisation and to inform our marketing strategy)</p>

	(f) Marketing and Communications (g) Technical	
To use data analytics to improve our website, products/services, marketing, relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of members for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about services and events that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Education and Career (g) Marketing and Communications	Necessary for our legitimate interests (to develop our /services, grow our organisation and to advance asset management)