

GDPR BALANCING EXERCISE FOR DATA PROCESSING - LLHM

What activity are we assessing?	What is our interest?	What would the individual's reasonable expectations be?	Do the individual's interests or rights (eg privacy rights) over-ride our interest?	On balance, can we treat this as a 'legitimate interest'?
Calling Tommy's LLHM charity place and own place runners as part of our stewardship plan to ensure they feel well supported in the challenge they are undertaking for us	<ol style="list-style-type: none"> 1) To ensure they are on-track with their fundraising to make sure we meet and exceed our fundraising income target 2) To make them feel special and loved so they are more likely to run for Tommy's again in the future or recommend us to a friend 	Individuals would expect an email but not necessarily a phone call. This is something really special that Tommy's does to build better rapport with our fundraisers	No as we let them know in their welcome email that we will keep in touch with them on a regular basis	Yes
Emailing LLHM public place runners, other charity place runners and Tommy's charity place runners as LLHM in relation to the 2018 LLHM	To give the runners essential race day information, encourage fundraising and fulfil partner and sponsor obligations	Individuals would expect to receive information from an event organiser	No. We must communicate this information to them to ensure the event day logistics run smoothly and for health and safety reasons.	Yes
Emailing 2018 LLHM participants, post the 2018 event, in relation to entering the 2019 ballot	To ensure as many people as possible enter the 2019 ballot which will help add to the kudos of the event.	Individuals would expect to be emailed by an event in relation to the following years event	Yes. We are only able to communicate with 2018 LLHM participants in relation to the 2018 event	No. We need to obtain explicit opt ins for communication into future years events
Including partner messages in LLHM general communications for example messages from our Fitness and Training partner Equinox and our Hotel partner, the Grange hotels	To sell this in as one of the benefits or partnering with the LLHM	An individual would expect an event to have partners, particularly a training partner and a hotel partner and for helpful benefits that the partner brings to be included in e-communication.	No, the individual needs to receive our general communications which contain essential race day information and we believe that as long as our partner messages are relevant and helpful to the recipient it is fine to include them within these general emails.	Yes