

## GDPR BALANCING EXERCISE FOR DATA PROCESSING - THONS

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'?
Thons – contacting our participants with a personalised welcome email with suggestions of how they can improve their fundraising page	<p>1. To increase the number of donations/amount of fundraising received per fundraising page by sharing our knowledge of what makes a successful fundraising page. This will help us to raise the maximum amount possible from the event</p> <p>2. To tailor our communications as much as possible to encourage the chances of people reading them</p>	<p>They would expect to be contacted by Tommy's to welcome them to the event so they have our contact details if they need them.</p> <p>As there is no official registration process for a thon event, they would expect some kind of confirmation that their fundraising page has been set up and received by Tommy's – which the welcome email serves as</p>	No, they knew when they set up their fundraising page that they were doing so for Tommy's	Yes
Thons – contacting our participants with a milestone e-badge when they reach £30, £100 and £200 milestones	<p>1. To encourage individuals to share their badge of social media to create awareness of Tommy's and the event within their social network</p> <p>2. To get individuals excited about receiving their badge and so to encourage them to continue to fundraise to the next badge, thus increasing fundraising for the event</p>	The £30, £100 and £200 milestone correspond to prizes that the individual will win at the end of the event. Therefore the expectation is that this is a confirmation from Tommy's that the amount of money has been received by Tommy's and they have qualified for their prize	No, Tommy's are confirming the amount raised and that a prize will be awarded at a later date, it is optional for them to display the badge or not	Yes
Thons – sending a prize deadline reminder email	<p>1. To remind individuals that the deadline is approaching, this should encourage them to do a last push for fundraising so they don't miss the deadline, which may increase fundraising</p> <p>2. This helps with Tommy's admin processes by ensuring that we have all donations in together before we begin the process of distributing prizes</p>	They would expect to be reminded of the prize deadline to ensure that they don't miss out on any prizes by submitting donations too late	No, Tommy's are helping to ensure that no one misses out on the opportunity of a prize simply because they had forgotten the deadline	Yes

<p>Thons – sending an email to anyone who is £1-£9 away from a prize</p>	<p>1. To remind individuals that they are close to receiving a prize/the next level of prize if they were to fundraise just a few pounds more. This helps to increase donations</p>	<p>They would expect confirmation of the amount they have raised to date to know it has been received by Tommy's, and confirmation of the prize categories</p>	<p>No, Tommy's are confirming the amount raised by the individual to date, and reminding of the prize options available. It is up to individuals to raise more if they wish to or not</p>	<p>Yes</p>
<p>Thons – sending an email to anyone who has a fundraising page that is showing money raised offline that we haven't received</p>	<p>1. This helps to ensure that we haven't allocated any offline fundraising incorrectly (e.g. not matched it with any online fundraising)</p> <p>2. It reminds people to send their offline fundraising money to us as otherwise it could be forgotten</p>	<p>They would expect us to follow up with them if we spotted that their fundraising page didn't match our records, especially if it meant they might miss out on a prize</p>	<p>No, Tommy's are ensuring that what is recorded on fundraising pages matches our records here</p>	<p>Yes</p>
<p>Thons – emailing and calling fundraisers who offer to share their personal story</p>	<p>1. To share stories of how Tommy's have helped clients of the thon partner organisation so they can use this to engage other clients</p> <p>2. To spread awareness of Tommy's and the thon event</p> <p>3. To engage people with Tommy's cause and encourage them to raise more as a result</p>	<p>They would contact us and offer to share their personal story so they would expect Tommy's to respond</p> <p>They would expect to work with Tommy's to write something that they are happy to share and to have final say before it goes live</p>	<p>No, because they consented to acting as a case study for us, and we told them what this would mean</p>	<p>Yes</p>