

GDPR BALANCING EXERCISE FOR DATA PROCESSING - COMMUNITY

Tommy's Place event participants:

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'?
Emailing Tommy's charity place participants to ensure we have the most committed fundraisers who can raise the minimum fundraising target	<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	<p>No, this is an administrative process that helps us manage the event optimally</p> <p>We let them know when they register their interest in a place that we will be in touch by email, phone and text to support their journey in the lead up to and beyond event day</p>	Yes
Calling Tommy's charity place participants	<ol style="list-style-type: none"> 1) Acknowledge those who are doing really well with their fundraising to let them know it's appreciated 2) Offer help and support to those who have not started fundraising or struggling 	Individuals would expect email but would appreciate that we are pro-actively reaching out to them through calls	<p>No, this is an administrative process that helps us manage the event optimally</p> <p>We let them know when they register their interest in a place that we will be in touch by email, phone and text to support their journey in the lead up to and beyond event day</p>	Yes
Good Luck calls and texts to Tommy's charity place participants	<ol style="list-style-type: none"> 1) Calling all our charity place runners to wish them good luck and thank them for supporting Tommy's 2) Send them texts on the morning of the event to wish good luck and the evening to congratulate and thank them 	Individuals would expect emails but would welcome the calls and texts relating to the event	<p>No, this is an administrative process that helps us manage the event optimally</p> <p>We let them know when they register their interest in a place that we will be in touch by email, phone and text to support their journey in the lead up to and beyond event</p>	Yes

			day	
Follow-up emails post-event	<ol style="list-style-type: none"> 1) Congratulating the team and thanking them for their support 2) Share team target updates 3) Encouraging them to get their fundraising in 	Individuals would need guidance on how to pay in their money/claim Matched Giving etc.	<p>No, this is an administrative process that helps us manage the event optimally</p> <p>We let them know when they register their interest in a place that we will be in touch by email, phone and text to support their journey in the lead up to and beyond event day</p>	Yes

Own Place event participants – partnered events

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'?
Emailing Tommy's own place participants thanking them for choosing to support Tommy's	<ol style="list-style-type: none"> 1) To make them feel welcome to Team Tommy's and let them know that we are here to support them 	Participants would expect a welcome email from the charity they have chosen	<p>No, this is an administrative process that helps us manage the event optimally</p> <p>We let them know when they register their interest in a place that we will be in touch by email, phone and text to support their journey in the lead up to and beyond event day</p>	Yes

Good Luck emails calls and texts to own place participants	<ol style="list-style-type: none"> 1) Calling all our own place runners to wish them good luck and thank them for supporting Tommy's 2) Send them texts on the morning of the event to wish good luck and the evening to congratulate and thank them 	Individuals would expect email but welcome calls and texts relating to the event	<p>No, this is an administrative process that helps us manage the event optimally</p> <p>We let them know when they register their interest in a place that we will be in touch by email, phone and text to support their journey in the lead up to and beyond event day</p>	Yes
Follow-up emails post-event	<ol style="list-style-type: none"> 1) Congratulating the team and thanking them for their support 2) Share team target updates 3) Encouraging them to get their fundraising in 	Individuals would need guidance on how to pay in their money/claim Matched Giving etc.	<p>No, this is an administrative process that helps us manage the event optimally</p> <p>We let them know when they register their interest in a place that we will be in touch by email, phone and text to support their journey in the lead up to and beyond event day</p>	Yes

Own Place event participants – AD HOC events

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'?
Emailing Tommy's own place participants thanking them for choosing to support Tommy's	1) To make them feel welcome to Team Tommy's and let them know that we are here to support them	Participants would expect a welcome email from the charity they have chosen	No, this is an administrative process. They would welcome the guidance to fundraise and also appreciate being welcomed to Team Tommy's	Yes
Good Luck emails, calls and texts to own place participants	1) Let the individuals know that we are thinking of them as they take on their challenge 2) We will also identify regular and high value supporters through the journey call and text them to wish them good luck and thank them for their support	Individuals would expect email High value Fundraisers would expect a call from us	No, this is an administrative process. This activity that is meant to motivate and inspire them for event day	Yes
Follow-up emails post-event	1) Congratulating individuals on their challenge 2) Thanking them for their support 3) The more they feel appreciated the more likely they are to support us in the future	Individuals would need guidance on how to pay in their money/claim Matched Giving etc.	No, this is an administrative process. The advice we provide is useful to them to complete their fundraising	Yes

Community Fundraisers:

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'?
Emailing Tommy's fundraisers who organise their own events to support Tommy's	1) To make them feel appreciated and know that they can contact us if they need any help with their event	Participants would expect a welcome email from the charity they have chosen	No, this is an administrative process. They would welcome the guidance to fundraise and also appreciate being welcomed to Team Tommy's	Yes
Good Luck emails, calls and texts to own place participants	1) Let the individuals know that we are thinking of them as they take on their challenge 2) We will also identify regular and high value supporters through the journey call and text them to wish them good luck and thank them for their support	Individuals would expect email High value Fundraisers would expect a call from us	No, this is an administrative process. This activity that is meant to motivate and inspire them for event day	Yes
Follow-up emails post-event	1) Congratulating individuals on their event 2) Thanking them for their support 3) The more they feel appreciated the more likely they are to support us in the future	Individuals would need guidance on how to pay in their money/claim Matched Giving etc.	No, this is an administrative process. The advice we provide is useful to them to complete their fundraising	Yes