

If you contact us to provide you with information and/or support

What are we doing?	Our lawful basis for processing your personal data	Our legitimate interest if this is our reason for processing your data	The maximum time we will hold this data
Providing personalised health, emotional and informational support to people who contact us	Your consent		7 years after last interaction
Providing general support to people who have requested it via our website, emails and social media	Your consent		18 months after initial contact - planning pregnancy emails 18 months after initial contact - gestational emails
Providing general support to people who have signed up to our support tools such as the Premature Baby App or Parenting and Pregnancy at work eLearning tool	Your consent		7 years after last interaction
Asking support service recipients to review pregnancy information content so that it stays relevant and useful	Your consent		1 year
Processing and storing consent forms to publish and share personal stories	Your consent		7 years after last interaction
Organising online petitions and	Your consent		7 years after last interaction

activities to enable people to show their support for Tommy's			
Publishing and sharing personal stories	Your consent		7 years after last interaction