

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

| <b>What are we doing?</b>  | <b>Our lawful basis for processing your personal data</b> | <b>Our legitimate interest if this is our reason for processing your data</b> | <b>The maximum time we will hold this data</b>  |
|--|---|---|---|
| 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<br><br>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, Miscarriage risk indicator 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 activities to enable people to show their support for Tommy's | Your consent |  | 7 years after last interaction |
| Publishing and sharing personal stories   | Your consent |  | 7 years after last interaction |