

If we think you may support Tommy's in the future

What are we doing?	Our lawful basis for processing your personal data	Our legitimate interest, if this is our lawful basis for processing your data	The maximum time we will hold this data
Conducting research into possible future donors to Tommy's	Our legitimate interest	To identify individuals who may be interested in and have the capacity to make a major donation to Tommy's To identify how best to approach people To avoid unwanted and inappropriate approaches	7 years after last interaction
Marketing sporting events and information about Tommy's to potential supporters of Tommy's	Our legitimate interest Your consent	To fundraise to conduct research and provide information and support services	7 years after last interaction
Collecting personal data on the effectiveness of our email communications to improved them via the use of email pixels We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve these email communications.	Our legitimate interest	To identify individuals who may be interested in and have the capacity to make a major donation to Tommy's To identify how best to approach people To avoid unwanted and inappropriate approaches	7 years after last interaction

Enriching supporter data with publicly available data	Our legitimate interest	To identify individuals who may be interested in and have the capacity to donate to Tommy's To identify how best to approach people To avoid unwanted and inappropriate approaches	7 years after last interaction
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