

If you are a current or past supporter of Tommy's or user of our services

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
Contacting previous and current supporters and users of our services of Tommy's by email, SMS, post, and telephone about our charitable and fundraising	Our legitimate interest Your consent	To fundraise to conduct research and provide information and support services	7 years after last interaction
Maintaining supporter and service user data to target communications (eg Influencers, Celebrities, Ambassadors, Invitations to events, Christmas cards etc)	Your consent		7 years after last interaction
Analysing the effectiveness of our email communications to improve them	Your consent		7 years after last interaction
Uploading anonymised supporter data to social media and advertising platforms to create custom audiences including lookalikes	Our legitimate interest	To fundraise to conduct research and provide information and support services To target our communications more effectively	7 years after last interaction
Processing personal details of	Your consent		7 years after last interaction

<p>individuals who have set up Facebook fundraisers or provided information through lead generation adverts</p>			
<p>Maintaining the accuracy of the data we hold about you and enriching our data to personalise our communications to you</p>	<p>Our legitimate interest</p>	<p>To ensure that the data we hold about you is accurate</p> <p>To identify how best to approach people</p> <p>To avoid unwanted and inappropriate approaches</p>	