

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 individuals who have set up Facebook fundraisers or provided information through | Your consent | | 7 years after last interaction |

| | | | |
|--|-------------------------|---|--|
| lead generation adverts | | | |
| Maintaining the accuracy of the data we hold about you and enriching our data to personalise our communications to you | Our legitimate interest | <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> | |