

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

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

		<p>in and have the capacity to donate to Tommy's</p> <p>To identify how best to approach people</p> <p>To avoid unwanted and inappropriate approaches</p>	
Promoting lottery and prize draws via telephone, SMS, and email.	Consent		7 years after last interaction
Promoting lottery and prize draws via post.	Our legitimate interest	To fundraise to conduct research and provide information and support services	7 years after last interaction