

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 |
|--|---|--|--|
| <p>Conducting research into possible future donors to Tommy's</p> | <p>Our legitimate interest</p> | <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> | <p>7 years after last interaction</p> |
| <p>Conducting research with people into possible future fundraising activities.</p> <p>This helps us identify supporters and potential supporters who may be interested in engaging in our activities.</p> | <p>Your consent</p> | | <p>2 years after last interaction</p> |
| <p>Marketing sporting events and information about Tommy's to potential supporters of Tommy's</p> | <p>Our legitimate interest</p> <p>Your consent</p> | <p>To fundraise to conduct research and provide information and support services</p> | <p>7 years after last interaction</p> |
| <p>Collecting personal data on the effectiveness of our email communications to improve them via</p> | <p>Our legitimate interest</p> | <p>To identify individuals who may be interested in and have the capacity to make a</p> | <p>7 years after last interaction</p> |

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|--|--------------------------------|---|---------------------------------------|
| <p>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> | | <p>major donation to Tommy's</p> <p>To identify how best to approach people</p> <p>To avoid unwanted and inappropriate approaches</p> | |
| <p>Enriching supporter data with publicly available data</p> | <p>Our legitimate interest</p> | <p>To identify individuals who may be interested 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> | <p>7 years after last interaction</p> |
| <p>Promoting lottery, prize draws and events via telephone, SMS, and email.</p> | <p>Consent</p> | | <p>7 years after last interaction</p> |
| <p>Promoting lottery, prize draws and events via post</p> | <p>Our legitimate interest</p> | <p>To fundraise to conduct research and provide information and support services</p> | <p>7 years after last interaction</p> |