

**If you contact us to provide you with information and/or support or to share your experiences**

<b>What are we doing?</b>	<b>Our lawful basis for processing your personal data</b>	<b>Our legitimate interest if this is our reason for processing your data</b>	<b>The maximum time we will hold this data</b>
Providing personalised health, emotional and informational support to people who contact us	Your consent		7 years after last interaction
Providing general support to people who have requested it via our website, emails and social media	Your consent		18 months after initial contact - planning pregnancy emails  18 months after initial contact - gestational emails
Providing tailored support to people who have signed up to get more advice through our digital information support services, such as the Pregnancy Week by Week email or through our support tools such as the Miscarriage Support Tool, the Safer Pregnancy Tool, the Planning for Pregnancy Tool, or Parenting and Pregnancy at work eLearning Tool.	Your consent		7 years after last interaction
Asking support service recipients to review pregnancy information content so that it stays relevant and useful	Your consent		1 year
Processing and storing consent forms to publish	Your consent		7 years after last interaction

and share personal stories			
Organising online petitions and activities to enable people to show their support for Tommy's	Your consent		7 years after last interaction
Publishing and sharing personal stories on our website, social media and in memory sky	Your consent		7 years after last interaction