

We will share your information with third parties in the following circumstances: -

| When we share your personal data | The organisations we share your personal data with | Why we share your personal data |
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| If you sign up to attend an event which promotes Tommy's and helps us fundraise | Companies that develop and manage online booking tools | To facilitate your booking process |
| If you sign you or your child up to participate in or attend a fundraising event for Tommy's | The organiser of the event | To ensure the organiser of the event knows who is taking part and can manage the event |
| If you participate in an event and consent to us using your images and/or those of your child | Social media organisers, PR companies and local media | To publicise Tommy's work and to maximise fundraising |
| If you consent to receive emails or SMS from us | Companies that have the necessary technological and administrative skills to send mass communications on our behalf | To update you on our work, your fundraising and donations, to track your actions and to prompt you to complete an order/donation in the most cost effective and efficient manner |
| If you order fundraising materials or event clothing from us | A specialist warehouse and logistics company to fulfil your orders | To fulfil your orders in the most cost effective and efficient manner |
| If you agree to receive marketing communications from us by mail, email, SMS or telephone | Specialist marketing organisations who are engaged to promote our activities Specialist mailing houses, if we are communicating with you via mail Specialist organisations that process donations and deal with queries that result from marketing campaigns | To update you on our activities and offer you the opportunity to participate in them To provide you with information and to deal with any actions in a cost effective and efficient manner |
| If you enter a prize draw or lottery | Specialist companies that have the necessary | To provide you with the service you have requested |

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| | technological skills to provide these services | |
| If you place an order from our online shops | A specialist ecommerce website when you place an order A specialist warehouse and logistics company to fulfil your orders | To receive and fulfil your orders in the most cost effective and efficient manner |
| If you receive a letter thanking you for your support or to advise you of your direct debit schedule | A specialist fulfillment company to prepare and dispatch your letters | To write to you in the most cost effective and efficient manner |
| If you make or receive payments to or from us | BACS clearing houses, our bank, card payment providers and specialist SMS platforms | To process your payments and receipts |
| If you access our website | A specialist company that develops and maintains the Tommy's website | To ensure that our website functions correctly, is easy to navigate and is secure |
| If you have indicated that you wish to gift aid your donations | HMRC | To ensure that we can reclaim UK tax and maximise your donation |
| If you have contacted us to provide you with general or personal support and information | Specialist companies that develop and maintain the Tommy's website and microsites such as the Healthy pregnancy tool and Miscarriage risk indicator, if that is the way you have contacted us; A specialist company that has the necessary technological and administrative skills to send out mass emails on our behalf if this is what you have requested to receive. | To provide you with the appropriate support that you have requested through the most appropriate communication channel |
| If you sign up to use our digital information support services, Miscarriage | Specialist companies that have the necessary | To provide you with the appropriate support you have requested |

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| Support Tool, the Safer Pregnancy Tool, the Planning for Pregnancy Tool | technological skills to provide these services | |
| If you subscribe to e-learning modules and/or make use of Tommy's online services for pregnancy and parenting at work support | Companies that develop and manage online systems providing pregnancy and parenting at work support | To enable us to provide you with the pregnancy and parenting at work support you have requested |
| If you consent to share your personal story with us | Current and potential donors | So that people can understand the work that Tommy's does |
| If you share your memories of baby loss in our in-memory sky | Specialist organisations that have developed and maintain this product | To provide you with the support you have requested |
| If you complete a survey for us on an event or about a service, we have provided | Specialist organisations that develop and maintain online survey tools A specialist company that develops and maintains the Tommy's website | To continually assess and improve our services |
| If you have participated in an event supporting Tommy's | A specialist agency that uses your anonymised data to identify and market Tommy's events to potential entrants | To maximise fundraising |
| If you apply for a job at Tommy's, you may be asked to complete a psychometric assessment | A firm of occupational psychologists | To help us match the right people for the right jobs |
| If we have a regulatory or legal obligation | The police, regulatory bodies, legal advisors or auditors | To ensure we meet our regulatory and legal obligations |