

Purpose/Activity	Type of data	Lawful basis for processing including basis of Legitimate Interest	Retention period
To enable you to apply to participate, or participate, or to organise a team, in any of Our events	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Technical Data (f) Profile Data (g) Marketing and Communications Data (h) Performance Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (We need this data to be able to allow you to participate in Our events and to stage Our events.)	Five years from last application to participate
To allow the administration of medical attention or treatment either from the event medical staff, St John Ambulance, other medical services providers to the event as contracted by LME, or any doctor or hospital, and to provide details (including details of medical treatment) to the Medical Director of the applicable event or others authorised by her/him	(a) Identity Data (b) Contact Data (c) Special Category Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (We need this data to be able to allow you to participate in Our events, to stage Our events and to provide and procure the provision of medical assistance and/or medical care in the case of illness, injury or an emergency situation.)	Six years from the date of the applicable event
To facilitate and publish the results of Our events	(a) Identity Data (b) Profile Data (c) Participation Data	Necessary for Our Legitimate Interests (We need the ability to publish and store the results, rank individuals, challenge results after the specific event and keep a historic log of this data all for the purpose of staging the event(s) and for archival and historic research. This also allows participants to rank themselves against other participants.)	In perpetuity
To televise, film, photograph and/or otherwise record Our events	Identity Data	Necessary for Our Legitimate Interests (We need the ability to publish, display, sell and distribute Our events by means of film, television, radio, print media, internet, publicity material or any other media now or in the future.)	In perpetuity

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To provide the Mobile Apps for any of Our events and to enable the functions and features within any such Mobile Apps	(a) Identity Data (b) Contact Data (c) Transaction Data (d) Technical Data (e) Profile Data (f) Performance Data	(a) Performance of a Contract with you (the provision of the application in accordance with its terms of use) (b) Consent (having obtained your prior consent to collect certain information you have allowed Us to receive which is used to provide particular functions/features (such as access to your GPS location (for your location in the relevant event to be known by your supporters) or camera of your device (for any photos/videos to be shared on social media))	Subject to the other rows of this table in relation to a participant's participation at the relevant event: with respect solely to Our provision of any event-specific mobile application(s), 90 days from the date of the relevant event; or otherwise six years after the end of any contract (if any) or six years from the last correspondence. Use of TrueDepth API within the Mobile App does not capture or store any Identity Data.
To invite you to participate, and for you to participate, in Our hospitality	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Marketing and Communications Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (We need this data to be able to give you the option to attend, and to provide you with, high-quality hospitality.)	Three years since the last invitation or purchase, whichever is later
To enable you to volunteer at Our events	(a) Identity Data (b) Contact Data (c) Profile Data (d) Marketing and Communications Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (We need this data to be able to allow you to participate in Our events as a volunteer.) (c) Necessary to Comply with a Legal or Regulatory Obligation (including security and safety at Our events and for tax purposes)	Three years since your last application to volunteer
To enable you to provide your services on a casual labour basis to Us	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Profile Data (f) Marketing and Communications Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (We need this data to be able to contact you about becoming a service provider to Our event(s).) (c) Necessary to Comply with a Legal or Regulatory	Seven years since you applied for your last role

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		Obligation (including security and safety at Our events and tax purposes)	
To enable you to be included in Our media lists	(a) Identity Data (b) Contact Data (c) Marketing and Communications Data	Necessary for Our Legitimate Interests (We need this data to be able to enable Our events to be covered in the media.)	Three years from the last correspondence about inclusion In Our media lists
To enable you to be a partner, sponsor or supplier or potential partner, sponsor or supplier of or to Us or Our events	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Profile Data (f) Marketing and Communications Data	(a) Performance of a Contract with you (as Our partner, sponsor or supplier) (b) Necessary for Our Legitimate Interests (We need this data to be able to contact you about becoming a partner, sponsor or supplier to allow you to become officially associated with Us or Our event(s).) (c) Necessary to Comply with a Legal or Regulatory Obligation (including for tax purposes)	Six years after the end of any contract (if any) or six years from the last correspondence about being a potential partner, sponsor or supplier
To enable you to be a medical professional including doctor, podiatrist and physiotherapist at one of Our events	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Profile Data (f) Marketing and Communications Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (We need this data to be able to allow you to provide your services at Our events, to ensure that you are adequately qualified and to ensure that We have the requisite number of medical professionals at Our events.) (c) Necessary to Comply with a Legal or Regulatory Obligation (including for tax and insurance purposes)	Six years from the date of the last event you assisted with
To enable you to be a Golden Bond, Silver Bond or other Charity contact or to apply to be part of Our charity ballots	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Marketing and Communications Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (We need this data to be able to provide you with the benefits of being a Bond holder or charity contact	Six years after the expiry of your Bond or last application to be an official charity; or For as long as those remaining on the waiting list wish to remain there

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		and to ensure that you remain on the waiting list if you are on such list.)	
To enable you to attend one of Our events in any capacity that requires photographic accreditation (not otherwise dealt with in this table)	(a) Identity Data (b) Contact Data (c) Profile Data	(a) Necessary to Comply with a Legal or Regulatory Obligation (b) Performance of a Contract with you (c) Necessary for Our Legitimate Interests (We need this for security reasons.)	Six years after the last time you were accredited
To enable you to apply on your own behalf or on behalf of others to participate, or to enable you or them to participate, in Our events, if you or they are under 13 years of age	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Technical Data (f) Profile Data (g) Marketing and Communications Data (h) Performance Data	(a) Consent (parental consent either obtained by Us or via a third party) (b) Performance of a Contract with you (c) Necessary for Our Legitimate Interests (to allow minors to participate in Our events, please see paragraph 4.12 below for more information)	Five years from last application to participate or until you or the person on whose behalf you apply to participate reach the age of 13, whichever occurs sooner
To register you as a new customer (not otherwise dealt with in this table)	(a) Identity Data (b) Contact Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (to provide you with customer services)	Three years from last registration as a customer or last interaction with Us as a customer, whichever is later
To process and deliver your order including: (a) Managing payments, fees and charges; and (b) Collecting and recover money owed to Us	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Marketing and Communications Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (to recover debts due to Us) (c) Necessary to Comply with a Legal or Regulatory Obligation (including for tax and consumer protection purposes)	Six years from order completion
To manage Our relationship with you which will include: (a) Notifying you about changes to Our terms or Privacy Policy; (b) Asking you to leave a review or take a survey; and (c) dealing with any	(a) Identity Data (b) Contact Data (c) Profile Data (d) Usage Data (e) Marketing and Communications Data	(a) Performance of a Contract with you (b) Necessary to Comply with a Legal or Regulatory Obligation (c) Necessary for Our Legitimate Interests (to keep Our records updated and to study how customers use Our products/services)	Six years from last correspondence

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complaints and responding to feedback			
To enable you to partake in a prize draw, competition or complete a survey	(a) Identity Data (b) Contact Data (c) Profile Data (d) Usage Data (e) Marketing and Communications Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (to study how customers use Our products/services, to develop them and grow Our business)	Three years from prize draw, competition or survey
To administer and protect Our business and the LMG Sites (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity Data (b) Contact Data (c) Technical Data (d) Profile Data	(a) Necessary for Our Legitimate Interests (for running Our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to Comply with a Legal or Regulatory Obligation	(a) Necessary for Our Legitimate Interests (for running Our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to Comply with a Legal or Regulatory Obligation Three years from collection of data
To deliver relevant Site content and advertisements to you and measure or understand the effectiveness of the advertising We serve to you	(a) Identity Data (b) Contact Data (c) Profile Data (d) Usage Data (e) Marketing and Communications Data (f) Technical Data	Necessary for Our Legitimate Interests (to study how customers use Our products/services, to develop them, to grow Our business and to inform Our marketing strategy)	Three years from collection of data
To use data analytics to improve the LMG Sites and Our products/services, marketing, customer relationships and experiences	(a) Technical Data (b) Usage Data (c) Profile Data	Necessary for Our Legitimate Interests (to define types of customers for Our products and services, to keep the LMG Sites updated and relevant, to develop Our business and to inform Our marketing strategy)	Three years from collection of data
To make suggestions and recommendations to you about goods or services from Us or third parties that may be of interest to you, including but not limited to: (a) any	(a) Identity Data (b) Contact Data (c) Technical Data (d) Usage Data (e) Profile Data (f) Marketing and	Necessary for Our Legitimate Interests (to develop Our products/services, grow Our business, ensure that you are well-prepared as an event participant and	Three years from last unsuccessful ballot application or three years from last participation in one of

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products aimed at enhancing your health, performance or preparation for any of Our events; and (b) event photography, where you have applied for a place at one of Our events (via ballot or otherwise), participated in one of Our events, and/or where your image is captured by Our official photographer at one of Our events	Communications Data	can compete in any of Our events that you have entered, and provide you with the opportunity to purchase goods that commemorate your participation in one of Our events (such as an official photograph))	Our events, whichever is later
For event logistics and operational purposes (including emergency service access routes, personal care plans, safety and security and public access routes)	(a) Identity Data (b) Contact Data	(a) Necessary for Our Legitimate Interests (for ensuring that the event logistics are in place and safety and security is maintained to ensure successful staging of Our events) (b) Necessary to Comply with a Legal or Regulatory Obligation (safety and security and insurance)	Three years from the event to which the data relates
To enable you to access and/or remain in Our premises or events or ensuring the safety of you and others with the aim of: (a) creating a safe environment (including observing protocols around limiting the number of visitors and staff within Our spaces, and other measures which have the aim of keeping people safe; (b) adhering to the most up-to-date government instructions and guidelines; and (c) maintaining and monitoring facilities for health and safety purposes	(a) Identity Data (b) Contact Data (c) Special Category Data	(a) Necessary to Comply with a Legal or Regulatory Obligation (b) Necessary for Our Legitimate Interests (to keep Our records updated and to keep people and premises safe)	For as long as necessary to fulfil the purposes We collected it for, including for the purposes of satisfying any legal requirements
For LMF to receive grant applications	(a) Identity Data (b) Contact Data (c) Transaction Data (d) Financial Data	Necessary for Our Legitimate Interests (We need this data to analyse the applicants (for example, by area and type	Five years from last application

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		of project), to assess applications and to track an applicant's record with Us since they may re-apply.)	
For LMF to allocate grants	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (We need this data to ensure that each grantee continues to comply with the grant conditions and to analyse the applicants (for example, by area and type of project).) (c) Necessary to Comply with a Legal or Regulatory Obligation (charity laws and regulations concerning the grant)	In perpetuity
For LMF to work with grant funders	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data	(a) Performance of a Contract with you (as a grant funder) (b) Necessary for Our Legitimate Interests (We need this data to be able to work with you as a grant funder.) (c) Necessary to Comply with a Legal or Regulatory Obligation (including for tax purposes)	Six years after the end of any contract (if any) or six years from the last correspondence
To allow Us to become affiliated to select membership organisations and/or ranking systems (such as London Funders, World Marathon Majors, Power of 10 and the World Association of Cycling Events)	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Performance Data	(a) Performance of a Contract with you (membership rules and regulations) (b) Necessary for Our Legitimate Interests (We need this data to be able to utilise the membership benefits.)	Six years after the affiliation terminates