

THE FAMILY FUNERAL SERVICE

PRIVACY NOTICE

Who We Are

Family Funeral Service, and Medway Funeral Directors (*‘we’ or ‘us’ or ‘our’*) gather and process your personal information in accordance with this privacy notice and in compliance with the relevant data protection Regulation and laws. This notice provides you with the necessary information regarding your rights and our obligations, and explains how, why and when we process your personal data.

The Family Funeral Service’s registered office is at 5 North Court, Armstrong Road, Maidstone, ME156JZ and we are a company registered in England and Wales under company number XA055162 We are registered on the Information Commissioner's Office Register; registration number (insert ICO Number) and act as Data Processor when processing your data. Our designated Data Controller is Michael Lawrence, who can be contacted at The Family Funeral Service, 4 Cavendish Way, Bearsted, Maidstone, ME15 8PW.

Information That We Collect

Family Funeral Service processes your personal data to meet our legal, statutory and contractual obligations and to provide you with our products and services. We will never collect any unnecessary personal data from you and do not process your information in any way, other than as specified in this notice.

The personal data that we collect from you is: -

- Name
- Home Address
- Personal email or business email if you prefer
- Home Telephone Number
- Mobile Telephone Number
- Names of other family members
- Occasionally telephone numbers of other family member.

We collect information in the below ways: -

Funeral arrangement interviews, follow up meetings, telephone calls, emails and letters.

How We Use Your Personal Data

Family Funeral Service takes your privacy very seriously and will never disclose, share your data without your consent; unless required to do so by law, or in connection with the provision of our services. We only retain your data for as long as is necessary and for the purpose(s) specified in this notice. Where you have consented to us providing you with promotional offers and marketing, you are free to withdraw this consent at any time. ***The purposes and reasons for processing your personal data are detailed below: -***

- *We collect your personal data in the performance of a contract or to provide a service and to ensure that funeral services are provided in accordance with your wishes or those of the deceased.*
- *We may occasionally send marketing information where we have assessed that it is beneficial to you as a client. Such information will be non-intrusive and is provided on the grounds of legitimate interests*

Your Rights

You have the right to access any personal information that The Family Funeral Service processes about you and to request information about: -

- What personal data we hold about you
- The purposes of the processing
- The categories of personal data concerned
- The recipients to whom the personal data has/will be disclosed
- How long we intend to store your personal data for
- If we did not collect the data directly from you, information about the source

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to do so as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal data or to restrict processing (*where applicable*) in accordance with the data protection laws; as well as to object to any direct marketing from us. Where applicable, you have the right to data portability of your information and the right to be informed about any automated decision-making we may use.

The Family Funeral Service does not utilise any form of automated decision making.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the request; this is to ensure that your data is protected and kept secure.

Sharing and Disclosing Your Personal Information

We do not share or disclose any of your personal information without your consent, other than for the purposes specified in this notice or where there is a legal requirement.

Safeguarding Measures

The Family Funeral Service takes your privacy seriously and takes every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and have several layers of security measures in place, **including:** -

Including measures such as SSL, TLS, encryptions, restricted access, IT authentication, email check and verification, firewalls, anti-virus/malware etc]

Transfers Outside the EU

Personal data in the European Union is protected by the General Data Protection Regulation (GDPR) but some other countries may not necessarily have the same high standard of protection for your personal data. The Family Funeral Service does not transfer or store any personal data outside the EU.

Consequences of Not Providing Your Data

You are not obligated to provide your personal information to The Family Funeral Service however, as this information is required for **us to provide you with our services**, we will not be able to offer some/all our services without it.

Legitimate Interests

As noted in the '*How We Use Your Personal Data*' section of this notice, we only use your data for these purposes.

How Long We Keep Your Data

The Family Funeral Service only ever retains personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. We are required under UK tax law to keep your basic personal data (*name, address, contact details*) for a minimum of 6 years after which time it will be reviewed and archived or secure shredded.

Where you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

Special Categories Data

Owing to the products, services that we offer, The Family Funeral Service never needs to collect or process sensitive personal information (*known as special category data*) about you.

Lodging A Complaint

The Family Funeral Service only processes your personal information in compliance with this privacy notice and in accordance with the relevant data protection laws. If, however you wish to raise a complaint regarding the processing of your personal data or are unsatisfied with how we have handled your information, you have the right to lodge a complaint with the supervisory authority.

**The Family Funeral Service
Data Protection Officer Mr Michael Lawrence
4 Cavendish Way
Bearsted
Maidstone ME15 8PW**

01622 260200

michael@familyfuneralservice.net

Your consent

The Family Funeral Service take your privacy seriously and will only process your personal data with your consent and in accordance with the terms stated in our Privacy Notice. If you consent to us collecting and processing your personal data, please sign below: -

Signature: _____ **Print Name:** _____

Time: _____ **Date:** _____

I confirm that I have been provided with a copy of **The Family Funeral Service's** Privacy Notice & Terms & Conditions prior to giving consent

I confirm that I am happy to be contacted with regard to any subsequent memorial work required to complete the headstone inscription or purchase of a new headstone

Marketing

Occasionally The Family Funeral Service would like to contact you with the information on funeral plans that we provide. If you consent to us using your contact details for this purpose, you have the right to modify or withdraw your consent at any time by contacting The Family Funeral Service directly.

If you **consent** to us contacting you with the above-mentioned marketing and offers, please tick to say how you would like to be contacted: -

Post Email Telephone Text Message (SMS) Automated Call