

GENERAL DATA PROTECTION - PRIVACY NOTICE

W N Allcock Funeral Services – owned and managed by Barry Pritchard Funeral Services Limited

PURPOSE OF THIS PRIVACY NOTICE

Welcome to the **W N Allcock Funeral Services** privacy notice.

W N Allcock Funeral Services respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you visit this website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.

The term “personal data” relates to personal data about you, and does not apply to personal data about deceased people.

1. IMPORTANT INFORMATION AND WHO WE ARE

This privacy notice aims to give you information on how **W N Allcock Funeral Services** collects and processes your personal data through your use of this website, including any data you may provide through this website.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

1.1 CONTROLLER

Barry Pritchard Funeral Services Limited is the controller and responsible for your personal data (collectively referred to as “**Barry Pritchard Funeral Services**”, “we”, “us” or “our” in this privacy notice).

1.2 CONTACT DETAILS

Our full details are:

Full name of legal entity: W N Allcock Funeral Services – owned and managed by Barry Pritchard Funeral Services

Email address: office@wnallcockfs.co.uk

Main Office Postal address: 7 Station Rd, Eckington, Sheffield S21 4FW,

Telephone number: 01246 433328

You have the right to make a complaint at any time to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues (ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

1.3 YOUR DUTY TO INFORM US OF CHANGES

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

2. THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

2.1 Identity Data includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.

2.2 Contact Data includes billing address, delivery address, email address and telephone numbers.

2.3 Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.

2.4 Technical Data includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.

2.5 Profile Data includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.

2.6 Usage Data includes information about how you use our website, products and services.

2.7 Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does **not** directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

3. IF YOU FAIL TO PROVIDE PERSONAL DATA

Where we need to collect personal data by law, or under the terms of a contract we have with you or a third party and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

4. HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including through:

4.1 Direct interactions. You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- apply for our products or services, through this website or by completing one of our forms;
- request marketing to be sent to you;
- complete a survey;
- provide your feedback.

4.2 Automated technologies or interactions. As you interact with our website, we may automatically collect technical data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies.

4.3 Third parties sources. We may receive personal data about you from various third parties.

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

5. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

Where we need to perform the contract we are about to enter into or have entered into with you.

Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

Where we need to comply with a legal or regulatory obligation.

6. MARKETING

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing). We may contact you to inform you of any promotions, discounts or events we are running that we think may be of interest to you.

You will receive marketing communications from us if you have requested information from us or purchased goods or services from us and, in each case, you have not opted out of receiving that marketing.

We respect the confidential nature of the information given to us and, where you provide us with personal data (“data”), we will ensure that the data will be held securely, in confidence and processed for the **purpose of carrying out our services.**

As a valued client we would like to confirm that any personal information/data we hold for each of our families served is held safely and securely. Our IT system has now been updated with GDPR to protect any information we hold and we do not retain written records of bank or card details used for payment.

7. THIRD PARTY INVOLVEMENT

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

In order to provide our services we may need to pass such data to third parties and those third parties, who are performing some of the services for you, may contact you directly. Third parties constitute business relationships with such as Minister/Celebrants, Florists, Solicitors or DWP (where a family is on benefits and has applied for help through the Department for Work & pensions).

7.1 Online Memorial

We will ask you to agree / not agree to the publishing of the funeral details on the Company memorial and funeral notice Facebook page

7.2 Post Funeral Commitment

Once we have completed our obligation to you in terms of our after services, such as where a cremation has taken place and we still hold your loved one’s ashes or an Interment of ashes is to take place at a later date, or when the account has been settled in full will the information be completely removed at your wishes.

We will ask / I agree for the Company to hold my contact numbers or address given and understand that you will delete it from your system / database following payment of the funeral account and return of ashes.

7.3 In Remembrance

As some of our families are aware each year around Christmas, we send out a polite letter with a memorial star for you to add a personal message and either return by post or in person to place it on our Memorial Tree. In order for us to be able to continue sending out these letters we need authorisation from you to accept us holding your address details on our system going forward.

We will ask you to either agree / or not agree for the Company to contact you regarding the invitation to place a Christmas Star on the Memorial Tree

If you do not wish to receive further correspondence from us and wish us to remove your address and contact details from our data, please sign and return the enclosed document in order for us to delete the details we hold.

We will get your express opt-in consent before we share your personal data with any company outside the **W N Allcock Funeral Services Limited** for marketing purposes.

8. CHANGE OF PURPOSE

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please *Contact us*.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

9. DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy.

10. INTERNATIONAL TRANSFERS

By sharing your personal data within the W N Allcock Funeral Services and with third parties this may involve transferring your data outside the European Economic Area (**EEA**). If we transfer your data outside the EEA we aim to ensure a similar degree of protection is afforded to it by ensuring appropriate safeguards are in place.

11. DATA SECURITY

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. It is common to retain data related to burials for 99 years in case family members later contact us to find out about the burial details for their family members.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

12. YOUR LEGAL RIGHTS

Under certain circumstances you have rights under data protection laws in relation to your personal data. You have the right to:

12.1 Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

12.2 Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

12.3 Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

12.4 Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

12.5 Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

12.6 Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

12.7 Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.