

Shoobridge Funeral Services (and its subsidiaries)

Your privacy is important to us. The following notice/policy explains how we collect, record, use and store your personal information. Please take a moment to familiarise yourself with our privacy practise and let us know if you have any concerns or questions.

Scope

All data subjects whose personal information is collected in line with the requirements of the General Data Protection Regulation.

Responsibilities

Shoobridge Funeral Services (and its subsidiaries), are responsible for ensuring that this notice is made available to data subjects prior to Shoobridge Funeral Services (and its subsidiaries), collecting and processing any personal information.

All employees of Shoobridge Funeral Services (and its subsidiaries), who interact with data subjects, are responsible for ensuring that this notice is drawn to the data subject's attention and that they consent to the processing of their data which is or will be, securely stored.

Privacy Notice

Who are we? ('its subsidiaries')

T Shoobridge trading as:

Shoobridge Funeral Services: www.shoobridgefunerals.co.uk	Telephone 01404 41424
Low Cost Funerals Exeter: www.lowcostfuneralsexeter.co.uk	Telephone 01392 279927
Exmouth & District Funeral Services: www.exmouthfunerals.co.uk	Telephone 01395 266902
Cranbrook Funeral Services: www.cranbrookfuneralservices.co.uk	Telephone 01404 41424

Head office:
Park House
Silver Street
Honiton
EX14 1QJ

We are an independent family owned funeral directors. Offering all aspects of funeral services including arranging and undertaking cremation and burial services both locally and nationally. Funeral pre-payment and pre-planning is conducted by Shoobridge Funeral Services (and its subsidiaries), and administered by Golden Charter.

This privacy notice explains what to expect when Shoobridge Funeral Services (and its subsidiaries), collects data from you.

The personal data we would like to collect for the provision of our services:

- Full Name
- Address
- Telephone number(s)
- Email Address
- Date of birth
- Religious beliefs
- GP (Dr.'s) details
- CCTV footage

We will only collect this information from you directly, from funeral plan service providers or from establishments e.g. nursing and care homes where you have left instructions for them to contact us, on your behalf.

Why do we collect this data?

The personal data we collect will be used for the following purposes:

- To reply to enquires about our services
- To communicate with you, as necessary, for the fulfilment of services that you request, have requested or in association with said requests
- For accounting purposes - up to and including the settlement of the final account (and receipt if required)
- For associated services – funeral planning and liaison with third-parties working on your behalf to facilitate contracts in effecting funeral services requested
- Information regarding funerals are kept on file to assist families with future needs e.g. if a similar service is required for another family member
- Feedback on our services and performance

What do we do with this data?

We will process your personal data to achieve the above purposes as follows:

- We will share information from an original enquiry received by telephone, email, online form, paper, letter or in person or by a third-party source to assist us with your enquiry for a funeral or associated service with colleagues deemed necessary, by us, to facilitate the service/s requested
- To store your information together with the deceased's information, within our internal secure system for possible use of historical reference to funeral details which may be required, for such use as: coroner exhumation or enquiry; repetition and record of family service; graveyard/church or crematorium records and site information etc.
- In order to: contact you by telephone, email, electronic and/or paper communication in order to make the necessary arrangements for funeral services requested on your behalf

- To visit you at your home address or a mutually arranged, convenient location, in order to make the funeral arrangements
- To forward your details, as deemed necessary by us, to third-party suppliers including, if applicable, the crematorium or cemetery; minister and/or celebrants; doctors; florist; organist; catering and such venues; local or national newspapers– for the insertion of an obituary or ‘Thanks’ notice; charitable originations regarding donation collections; vehicle hire companies; gravedigger; freelance or temporary staff needed to facilitate the funeral service
- To pass on customer or potential customer details to Golden Charter in order to process pre-paid funeral plans or plan enquiries
- To maintain details of funeral services or funeral service enquiries, securely and electronically on a professional, cloud-based, ‘secure server’
- To forward details to our debt collection agency if payment terms fail to be met according to our payment policies and your contract with us
- To contact the funeral executor to make mutual arrangements to return the deceased’s cremated remains or personal possessions as previously indicated or arranged
- To contact the funeral arranger (contractee) to request feedback either by direct communication or via an Online review platform – *this is not mandatory*

We will not intentionally, use, divulge or give, any of your personal details for any known or unknown marketing purpose.

Every effort will be made to retain your personal and relevant information within the borders of the United Kingdom of Great Britain and Northern Ireland.

We will only share your details ‘outside’ of the United Kingdom if you request us to arrange repatriation or transportation of the deceased or their cremated remains to or from another country. In that instance we would notify you of our intent to supply the information to a specialist repatriation company, embassy, police force or third-party authority.

What is our legal basis or reasoning for processing your data?

- The initial steps prior to agreeing a contract and thereafter, fulfilment and completion of said contract if subsequently agreed
- All legitimate interests pursued by us or third-parties we engage in order to facilitate the performance and completion of the contract to provide the funeral services requested
- Any legitimate interest in the provision of a similar funeral to one previously contracted by the ‘executor’ or the family representative in order to minimize the stress at a difficult time

- Our personal and professional interest in ensuring client satisfaction and any probability or suggested action that could possibly reflect an improvement in the services we provide (feedback)

The special category of personal data concerned is:

- **Religious Belief**

Consent

By consenting to this Privacy Notice, you are giving Shoobridge Funeral Services, explicit permission to process your personal data specifically for the purposes identified above.

Consent is required for Shoobridge Funeral Services (and its subsidiaries), to process your personal data which must be, explicitly given. Though this notice is intended for clarity, upon request, we will further inform you how and why sensitive and personal information supplied to us, will be used.

You may withdraw your consent at any time by contacting us, in writing, electronically or otherwise to update your preferences. We advise that you record any such request and seek confirmation from Shoobridge Funeral Services, by receipt.

Disclosure

Shoobridge Funeral Services (and its subsidiaries), will not pass on your personal data to third-parties without first obtaining your consent. Having read or been advised of this notice, it shall act as an authority regarding said, permission.

The following third parties may receive your personal data for the following purpose(s):

- A nominated crematorium for the purpose of organising the cremation of the deceased
- A suitable cemetery or churchyard for the purpose of: burial of the deceased
- A nominated minister or celebrant for the purpose of arranging details of the funeral service
- A musician or organist for the purpose of liaison in order to secure your musical choices for the funeral service
- A florist for the purpose of arranging the flowers for the funeral service
- A local caterer or post-funeral venue for the purpose of liaison in order to arrange suitable refreshments following the service
- A local monumental mason for the purpose of organising memorial stone or tablet requirements for future installation
- A vehicle hire company for additional transport - if required
- A print design company if Orders Of Service (service sheets) are being produced externally by the family representative/s or, Shoobridge Funeral Services
- Doctor(s) or HM Coroner's representatives - if medical certification is required
- Charities who are receiving, 'Donations in lieu of flowers'
- Golden Charter - for purposes of funeral planning or payment

Retention period

Shoobridge Funeral Services (and its subsidiaries), will process personal data for only as long as is deemed necessary to allow us to fulfil your requested or contractual, funeral services and will store the personal data for:

- Initial enquiry only: – up to 3 months
- Funeral records: - indefinitely in case of further family or authoritarian future contact
- Financial records relating to funerals: – a minimum of 7 years for HMRC purposes

Your 'rights' as a data subject

At any juncture whilst we are in possession of, or processing your personal data, you, the data subject, have the following rights:

- Right of access – you have the right to request a copy of the information that we hold about you
- Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records
- Right to restriction of processing – where certain conditions apply you have the right to restrict the processing
- Right of portability – you have the right to have the data we hold about you transferred to another organisation
- Right to object – you have the right to object to certain types of processing such as direct marketing
- Right to object to automated processing, including profiling – you have the right to be 'subject to' the legal effects of automated processing or profiling
- Right to judicial review - in the event that Shoobridge Funeral Services (and its subsidiaries), refuses your request relating to, 'rights of access,' we will provide you with a reason
- You have the right to complain as outlined in the clause below

All of the above requests will be forwarded to the interested party, should there be any third-party involvement or dispute in the processing of your personal data.

1.1 Complaints

If you wish to make a complaint regarding information held, given or how your personal data is being processed, you have the right to lodge a formal complaint directly with the supervisory GDPR authority. Notification of such intent must also be forwarded to Shoobridge Funeral Services (and its subsidiaries).

The details for each of these contacts are:

	Supervisory authority contact details:	Shoobridge Funeral Services (and its subsidiaries), - contact details:
Contact Name:	Information Commissioner's Office	Paul Shoobridge
Address line 1:	Wycliffe House	Park House
Address line 2:	Water Lane	Silver Street
Address line 3:	Wilmslow	Honiton
Address line 4:	Cheshire	Devon
Address line 5:	SK9 5AF	EX14 1QJ
Email:	https://ico.org.uk/global/contact-us/email/	paul@shoobridgefunerals.co.uk
Telephone:	0303 123 1113	01404 41424

1.2 **Privacy statement**

Read more about how and why we use your data on our websites.

www.shoobridgefunerals.co.uk
www.lowcostfuneralsexeter.co.uk
www.exmouthfunerals.co.uk
www.cranbrookfuneralservices.co.uk

Online privacy statement

Information our site collects automatically

Log Data and Google Analytics

Like many website owners, we collect information that your browser sends whenever you visit our Website ("Log Data"). We also use third-party services such as Google Analytics and AW Statistics to collect standard Internet log information and details of visitor behaviour patterns.

This Log Data may include information such as your computer's Internet Service Provider (ISP) address, browser type, browser version, the pages you visit on our website, the time and date of your visit, the time spent on those pages and other similar statistics.

Currently, we make no other attempt to identify visitors to our website or contact them through this data. We have no plans to alter this policy in the near or foreseeable future. You will be kept informed of any change to this situation.

User and Event Data Retention within Google Analytics

Google Analytics will retain data for a given timescale before automatically deleting it. These periods can vary between 14, 26, 38 and 50 months or, can be set to never, automatically expire. The data retention period automatically defaults to 26 months unless otherwise stated.

When data reaches the end of the retention period, it is deleted automatically on a monthly basis. We may or may not set retention periods so that they can be reset on new activity. This means that the data retention period would be reset from the date of re-entry as a User to the site. If you, as the User, do not initiate a new session before the retention period expires, then your data will be deleted.

Cookies

Cookies are files with small amounts of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your computer's hard drive.

Our website uses cookies. If you are concerned about security, you can modify your browser to prevent cookies being stored on your machine. Settings can be adjusted to decline cookies if you so wish. Such data may be used for the purpose of analysing the use of our website and services.

The legal basis for this processing is our legitimate interest in monitoring and improving our website performance and services.

SSL Certificate (Secure Sockets Layer)

Our website is protected using an SSL Certificate (Secure Sockets Layer). This is the standard security technology that establishes an encrypted link between a web server and a browser.

This link ensures that all data passed between the web server and browsers remain private and integral.

Personal Data

Under the EU's General Data Protection Regulation (GDPR), personal data is defined as:

"Any information relating to an identified or identifiable natural person ('data subject'). An identifiable, natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an Online identifier or to one or more factors specific to the physical,

physiological, genetic, mental, economic, cultural or social identity of that natural person.”

How we use your information

This privacy notice states how we, Shoobridge Funeral Services (and its subsidiaries), collects and uses your personal data for provision of services, cookies and complaints etc.

Why does Shoobridge Funeral Services (and its subsidiaries), need to collect and store personal data?

In order for us to provide the client, the services deemed necessary to, and in association with, arranging a funeral service including liaisons with third-party, professional services, we need to collect personal data for fulfilment and completion of the contract undertaken including any related correspondence. We are committed to ensuring that the information we collect and use is appropriate for the purpose intended and does not constitute an invasion of your personal privacy.

In cases of possible, beneficial, contact with the client for marketing purposes, Shoobridge Funeral Services will contact said client for completely, separate consent.

Will Shoobridge Funeral Services (and its subsidiaries), share my personal data with anyone else?

We may pass your personal data on to third-party service providers contracted to Shoobridge Funeral Services (and its subsidiaries), in the course of dealing with the provision of services outlined above. Any third-party we share your data with are obliged to keep your details securely, and to use them only to fulfil the service they provide on behalf of Shoobridge Funeral Services (and its subsidiaries).

Our understanding is that, all third parties engaged on your behalf by Shoobridge Funeral Services (and its subsidiaries), or on the behalf of the client are also fully compliant with GDPR and have written policies supporting GDPR.

When your data to fulfil this service (these services) becomes redundant, our understanding is that they will dispose of the details in line with Shoobridge Funeral Services’ (and its subsidiaries), procedures. If and when, we provide personal data and/or information to a third-party, we will only do so once we have obtained your consent unless we are legally required to do otherwise.

If you have strong feelings or any objections to the aforementioned policy, Shoobridge Funeral Services (and its subsidiaries) would sincerely appreciate notification of such at the earliest possible time.

How will Shoobridge Funeral Services (and subsidiaries) use the personal data it collects about me?

Shoobridge Funeral Services (and its subsidiaries), will process (collect, store and use) the information you provide in a manner compatible with the EU’s General Data Protection Regulation (GDPR). We will endeavour to keep your information accurate

and up-to-date and not retain it for longer than is deemed necessary. Shoobridge Funeral Services (and its subsidiaries), is required to retain information in accordance with the law and in relation to such information as maybe necessary for income tax and audit purposes. The length of time certain kinds of personal data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

Under what circumstances will Shoobridge Funeral Services (and its subsidiaries), contact me?

Our aim is not to be intrusive and our intention is to ask pertinent questions only relating to the provision of services necessary to fulfil the obligation undertaken. Moreover, the information you provide will be subject to rigorous measures and procedures to minimise the risk of unauthorised access or disclosure.

Can I find out the personal data that the organisation holds about me?

Shoobridge Funeral Services (and its subsidiaries), at your request, can confirm the information and personal data held and explain how it is processed. If Shoobridge Funeral Services (and its subsidiaries), holds personal data, you can request the following information:

- The identity and contact details of the person or organisation that has determined how and why your data is or could be, processed. In some cases, this may be a representative in or of, the EU
- The contact details of the organisation's appointed, Data Protection Officer, where applicable
- The purpose of the processing as well as the legal basis for said processing
- If the processing is based on the legitimate interests of Shoobridge Funeral Services (and its subsidiaries), or a third-party, information about those interests
- The categories of personal data collected, stored and processed
- The recipient(s) or categories of recipients that the data is or will be, disclosed to
- How long the data will be stored
- Details of your rights to correct, erase, restrict or object to such processing
- Information about your right-to-withdraw your consent at any time
- How to lodge a complaint with the supervisory authority
- Whether the provision of personal data is a statutory or contractual requirement or a requirement necessary to enter into a contract as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data
- The source of personal data - if it wasn't collected directly from you
- Any details and information of automated decision making such as profiling, and any meaningful information about the logic involved as well as the significance and expected consequences of such processing

- Exclusion – Non Liability Notice SFS GDPR
- As indicated in all Shoobridge Funeral Services (and its subsidiaries), policies, privacy notices and terms and conditions: all and every third-party or sub-contractor engaged by us on your behalf or any function to effect the funeral contracted, is deemed to be lawful and fully GDPR compliant. AS such, third-parties have been informed of 'our' expectations. Practically, it is impossible to guarantee 'their' adherence and as a result, Shoobridge Funeral Services (and its subsidiaries) accepts NO liability or responsibility, legal or otherwise for any unlawful activity of those said, third-parties.