

Bakers Funeral Services Ltd

Funeral Directors and Monumental Masons

Established 1878



What type of information is collected from you?

The personal information we collect will include your name, address and email address.

If you make a donation online or purchase a product from us, your credit or debit card information is not held by us, it is collected by our third-party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below under the section **Who has access to your information?**

How is your information used?

- To provide information to you that you request from us relating to our products or services,
- To provide information to you relating to other products that may be of interest to you. Such additional information will only be provided where you have consented to receive such information,
- To inform you of any changes to our website, services or goods and products,
- Process a donation that you have made,
- Feedback details of a donation to the deceased person's family (usually their next of kin) and the charity(s) or group(s) that they have collected in memory of.

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example the collection of Gift Aid). We will hold your personal information on our systems for as long as is necessary for the relevant activity.

Who has access to your information?

Where you have made a donation with UK Gift Aid added, we share your address and email address with the charity(s) or group(s) as this information is a mandatory requirement for them to claim the Gift Aid from HMRC.

Where you are donating in memory of a deceased person, we share your name (but not the individual donation amount) with the next of kin in a letter which advises who has donated and the total amount raised.

In the event of a Gift Aid Audit by HMRC, we and our partners are committed to provide and share information regarding any donation where a Gift Aid declaration has been made to HMRC.

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Registered in England No. 12199770 VAT No. 337 046 704



Cloudberry Funeral Management Systems Limited (“Cloudberry”): Cloudberry act as a data processor for us. They developed, operate and manage the donations element of our website, they have access to and store on our behalf name, address, donation amounts and email address information that you have given for the purposes of completing donations on our website and providing services to you on our behalf (for example to process donations). We disclose only the personal information that is necessary to deliver the service, Cloudberry cannot use it, sell it or rent it. Please be reassured that we will not release your information to third parties beyond ourselves for direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

When you are using our secure online donation pages, your donation is processed by a third-party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions. Our processor has been audited by an independent PCI Qualified Security Assessor (QSA) and is certified as a PCI Level 1 Service Provider. This is the most stringent level of certification available in the payments industry.

If you have any questions regarding secure payment transactions, please contact us by email: enq@bakersfunerals.co.uk or telephone on 01245 221100.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we’re under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

Under what circumstances will Bakers Funeral Services Ltd contact me?

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information you provide will be subject to rigorous measures and procedures.

Your choices

You have a choice about whether or not you wish to receive information from us. If you want to receive direct marketing communications from us about products services and events, then you can select to be contacted by email or post by ticking the relevant boxes situated at the foot of the donation form.

We will not contact you for marketing purposes by email or post unless you have given your prior consent. You can change your marketing preferences at any time by contacting us by email: enq@bakersfunerals.co.uk or telephone on 01245 221100.

How you can access and update your information

At any point while we are in possession of or processing your personal data, you 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 to have a 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 judicial review: in the event that Bakers Funeral Services Ltd refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain.

Security precautions are in place to protect the loss, misuse or alteration of your information.

When you give us personal information, we take steps to ensure that it's treated securely. When you are on a secure page e.g. our donations page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer.

Complaints

In the event that you wish to make a complaint about how your personal data is being processed Bakers Funeral Services Ltd, or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and Bakers Funeral Services Ltd.

Transferring your information outside of Europe

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you're agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that

appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

Third Party Links

On occasion we include links to third parties on this website. Where we provide a link it does not mean that we endorse or approve that site's policy towards visitor privacy. You should review their privacy policy before sending them any personal data.