

DIGNITY PRIVACY NOTICES

1 - CUSTOMER BASKET

How we use your information

Once you have applied for a funeral plan, we will process your personal information for the purpose of providing and administering the funeral plan, this will involve confirmation of your identity which may include carrying out fraud and/or money laundering checks before we provide the funeral plan.

We will also process your information for our legitimate business purposes, which include improving services and gaining a better understanding of how our customers interact with us. Whenever we use your information for these purposes your Personal Data rights are always considered carefully.

How we share your information

Your personal information will be shared with Credit Referencing Agencies and Registered Fraud Prevention Agencies; however, this will not affect your credit score. We will also share information which is included in the plan with your Nominated Representative and your name with the Covered Individual, if applicable.

We will never sell or share your information with any third parties for marketing purposes, however we may share your personal information for our legitimate business interests as detailed in our privacy policy.

You have the right to object to our use of your personal information where it is not essential to our services. To do this, or if you'd like further information on how we use and share your data, please see our privacy policy at www.dignityfunerals.co.uk/privacy-policy or request a written copy on 0800 804 8056.

Further Communications

Dignity provides a range of funeral-related services other than the funeral plan which may be of interest or benefit to you; such as but not limited to legal services, masonry and other memorial products.

Please let us know if you would like to receive information about these products or services from Dignity by:

Mail Telephone Email SMS

You may change your mind at any time by calling us free on 0800 804 8056 or emailing privacy@dignityuk.co.uk.

2 - CUSTOMER - PORTAL

Tele-accept using existing two-stage process.

We take your privacy seriously and we'd like to make you aware of how we use your personal details. A copy of our Privacy Policy is available on our website (www.dignityfunerals.co.uk/privacy-policy), or if you prefer, I can read you a summary now - this may take a few minutes.

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3 - NOMINATED REP - IN THE PACK

How we use your information

Your personal information has been provided to us by our Customer as part of a funeral plan purchase. We will process your personal information for the purpose of administering the funeral plan; this may involve contacting you with relevant information regarding this plan.

We will also process your information for our legitimate business purposes. Whenever we use your information for these purposes, your Personal Data rights are always considered carefully.

How we share your information

We will never sell or share your information with any third parties for marketing purposes. Your information may be shared with vetted and trusted suppliers as part of our business operations, such as research and analytics agencies.

You have the right to object to our use of your personal information where it is not essential to our services. To do this, or if you'd like further information on how we use and share your data, please see our privacy policy at www.dignityfunerals.co.uk/privacy-policy. or request a written copy on 0800 804 8056.

4 - COVERED INDIVIDUAL - IN THE PACK

Your personal information has been provided to us by our Customer as part of funeral plan purchase, we will process your personal information for the purposes of providing and administering the funeral plan.

We will also process your information for internal business purposes, which include improving services and gaining a better understanding of how our customers interact with us. Whenever we use your information for these purposes your Personal Data rights are always considered carefully.

How we share your information

We will never sell or share your information with any third parties for marketing purposes. Your information may be shared with vetted and trusted suppliers as part of our business operations, such as research and analytics agencies. We will also share your information with the Nominated Representative and our Customer.

You have the right to object to our use of your personal information where it is not essential to our services. To do this, or if you'd like further information on how we use and share your data, please see our privacy policy at www.dignityfunerals.co.uk/privacy-policy or request a written copy on 0800 804 8056.

5 - PAYER

Once you have submitted your details for payment of a funeral plan, we will process your personal information to confirm your identity before we provide the funeral plan. This will include carrying out fraud and/or money laundering checks at the point of sale.

Your personal information will be shared with Credit Referencing Agencies and Registered Fraud Prevention Agencies; however, this will not affect your credit score.

For further information on how we use and share your information, please see our Privacy Policy at www.dignityfunerals.co.uk/privacy-policy. or request a written copy on 0800 804 8056.