



PRIVACY POLICY

Dignity is committed to protecting your privacy and the personal information that you provide to us. This policy sets out how we use, share, and protect any personal information that you give us when you use this website or use our services.

This Policy may change from time to time so please check

www.dignityfunerals.co.uk/funeral-plans/privacy-policy

to ensure that you're happy with any changes. If there are any significant changes to this policy which we think may concern you, we will update you directly.

If you have any questions about this policy, or do not agree with it, please contact our data privacy team by emailing Privacy@dignityuk.co.uk or in writing to Privacy, Dignity Plc, King Edwards Court, King Edwards Square, Sutton Coldfield, West Midlands, B73 6AP.

WHO IS RESPONSIBLE FOR YOUR PERSONAL INFORMATION

Dignity Plc is the data controller for the personal information we process, however in some cases we may work with third parties who may also act as data controller, we will let you know where this is applicable.

"Dignity/we/our/us" refers to the Dignity Group of companies and subsidiaries of Dignity Plc, registered in England at our registered office at Dignity Plc, 4 King Edwards Court, King Edwards Square, Sutton Coldfield, West Midlands, B73 6AP.

WHAT INFORMATION DO WE COLLECT FROM YOU AND HOW WE USE IT?

IF YOU VISIT OUR WEBSITE

Dignity collects personal information about you when you visit our websites including or if you choose to use any of the interactive features on our websites as detailed in the table below.

Should you wish to message us via WhatsApp for business, you understand that you will be sharing data on the hosting platform Cue, who process your data outside of the UK & EEA.

Here is a list of all the ways that we may use your personal information, and which of the reasons we rely on to do so. This is also where we tell you what our legitimate interests are:

WHOSE DATA DO WE COLLECT	WHAT INFORMATION DO WE ASK FOR	OUR REASONS FOR USING YOUR INFORMATION	HOW WE USE YOUR INFORMATION WE COLLECT FROM OUR WEBSITES	WHO WE SHARE YOUR INFORMATION WITH
Our online visitors	IP address and cookie information. Name, address, phone number and email address if you choose to use our interactive features.	Legitimate interests	To provide answers to your questions asked via the website	Our Analytics Partners
			For internal record keeping	
			To improve the content of the website	
			To obtain feedback from you about our corporate responsibility programme	
			To notify you about the updates to the website	
			To customise the content and/ or layout of the website for each individual user	
			To provide you with copies of our publications which you subscribe to via our website	
			To respond to your media queries about us	
			To provide customer analytics	

We may contact you by post, email or phone if you have asked us to do so.

For more information about cookies, list of cookies on Dignity websites and how to manage to manage them, please see our cookie policy on www.dignityfunerals.co.uk/cookie-policy

IF YOU CALL DIGNITY

WHAT INFORMATION DO WE COLLECT	OUR REASONS FOR RECORDING YOU	HOW WE USE YOUR INFORMATION	WHO WE SHARE YOUR INFORMATION WITH
Calls are recorded – (recording of conversation)	Legitimate interests	Quality monitoring and training	Quality monitoring agencies
		To ensure we respond correctly to requests made*	Telephone service providers
		To ensure we provide services as requested*	

		To resolve your queries and complaints*	
		Customer analytics	

Where we are relying on legitimate interests for processing your personal data, you may choose to opt-out of some or all of the above if preferably (opting out is not possible for the items marked with an asterisk) by emailing Privacy@dignityfunerals.co.uk or in writing using the address on the cover page.

FUNERAL PLANS

Your data will be processed in different ways depending on our relationship with you.

IF YOU ENQUIRE ABOUT OUR SERVICES

We will collect personally identifiable information about you as detailed in the table below. We will use this information to provide you with further details by either post or email.

Here is a list of all the ways that we may use your personal information, and which of the reasons we rely on to do so. This is also where we tell you what our legitimate interests are:

WHOSE DATA DO WE COLLECT	WHAT INFORMATION DO WE ASK FOR	OUR REASONS FOR USING YOUR INFORMATION	HOW WE USE YOUR INFORMATION YOU PROVIDE TO US	WHO WE SHARE YOUR INFORMATION WITH
Enquirer	Names, date of birth, telephone number postal and email address	Contractual	To provide you with information requested about our services	Our Analytics Partners
		Our Legitimate Interests	To improve our customer service and obtain feedback regarding our services	Our survey monitoring partners
				Our trusted research partners
				Our feedback review management partners
				Our printing partners
			To maintain our business relationships with our partners, if you were introduced to us via a third party*	Any applicable partner if you were introduced to Dignity through a partner
			To manage any prize draws you may have entered	
			To develop new products and services	

			To provide postal communication which we think will be of interest to you	Printing and mailing agencies
			To ensure you do not receive information for the same service multiple times*	
			To review the effectiveness of our campaigns	
			To better understand our customers' decision-making processes	Our trusted research partners

TABLE DATA CONTINUES...

WHOSE DATA DO WE COLLECT	WHAT INFORMATION DO WE ASK FOR	OUR REASONS FOR USING YOUR INFORMATION	HOW WE USE YOUR INFORMATION YOU PROVIDE TO US	WHO WE SHARE YOUR INFORMATION WITH
Complainant	Name, enquiry number, contact details, any information relevant to your query or complaint	Legitimate interests*	To respond to your query or complaint	
			To resolve your complaint	

*Where we are relying on legitimate interests for processing your personal data, you may choose to opt-out of some or all of the above if preferably (opting out is not possible for the items marked with an asterisk) by emailing Privacy@dignityfunerals.co.uk or in writing using the address above.

IF YOU PURCHASE OUR SERVICES

If you purchase our services, we collect personally identifiable information about you, your Nominated Representative and the Covered Individual, if applicable, as detailed in the table provided below. Due to the sensitive nature of our services, Dignity will on occasion process data confidentially where a funeral plan has been purchased for another individual. In such arrangements we may not be able to provide privacy information to the covered individual.

Here is a list of all the ways that we may use your personal information, and which of the reasons we rely on to do so. This is also where we tell you what our legitimate interests are:

WHOSE DATA DO WE COLLECT	WHAT INFORMATION DO WE ASK FOR	OUR REASONS FOR USING YOUR INFORMATION	HOW WE USE YOUR INFORMATION YOU PROVIDE TO US	WHO WE SHARE YOUR INFORMATION WITH
Customer - the person buying the plan	Names, date of birth, email address, telephone number, postal address, funeral type, relationship information, if you are buying the service for another person. In addition to the above, we will ask for payment details such as account number and sort code or credit/debit card details, cheques details (If you are the payer of the services)	Contractual	To provide and administer your plan	The Covered Individual Your Nominated Representative Legal advisors, if required
			To contact you with information regarding your plan	
			To process the payment of services	Our Payment Processors
		Legal requirement	To perform identity, fraud, and anti-money laundering checks***	Credit Reference Agencies Registered Fraud Agencies

TABLE DATA CONTINUES...

WHOSE DATA DO WE COLLECT	WHAT INFORMATION DO WE ASK FOR	OUR REASONS FOR USING YOUR INFORMATION	HOW WE USE YOUR INFORMATION YOU PROVIDE TO US	WHO WE SHARE YOUR INFORMATION WITH
Customer - the person buying the plan	Vulnerability Information	Legal requirement and/or. To protect the economic wellbeing of our customers	We may record sensitive information such as medical conditions, financial status, or any other information which will allow us to support and provide a fair service to our customers.	
	Names, date of birth, email address, telephone number, postal address, funeral type, relationship information, if you are buying the service for another person.	Our Legitimate Interests:	To improve our customer service and obtain feedback regarding our services	Our survey monitoring partners
				Our trusted research partners
				Our feedback review management partners
			To develop new products and services	
			To provide postal communication which we think will be of interest to you	Printing and mailing agencies
			To ensure you do not receive information for the same service multiple times	
			To review the effectiveness of our campaigns	
			To better understand our customers' decision-making processes	Our trusted research partners
			To maintain our business relationships with our partners, if you were introduced to us via a third party*	Any applicable partner if you were introduced to Dignity through a partner
			To collect debt*	Our debt collection agency

TABLE DATA CONTINUES...

			To manage any prize draws you may have entered	
			Quality monitoring and training*	Quality monitoring agencies
			Complaints and query resolutions*	
Covered Individual – the beneficiary of the plan	Names, date of birth, email address, telephone number, postal address, funeral type (if individual is not aware of the plan, we will ask for name and date of birth only to provide and administer the plan)	Legal Obligation	To provide and administer the plan	The Customer The Nominated Representative
		Our Legitimate Interests	To inform you of the existence of the plan.	
			To improve our customer service and obtain feedback regarding our services	Our survey monitoring partners Our trusted research partners Our review management partners
			To ensure you do not receive information for the same service multiple times*	Printing and mailing agencies
	Vulnerability Information	Legal requirement and/or. To protect the economic wellbeing of our customers	We may record sensitive information such as medical conditions, financial status, or any other information which will allow us to support and provide a fair service to our customers.	

TABLE DATA CONTINUES...

	Vulnerability Information	Legal requirement and/or. To protect the economic wellbeing of our customers	We may record sensitive information such as medical conditions, financial status, or any other information which will allow us to support and provide a fair service to our customers.	
		Our Legitimate Interests	To inform you of the existence of the plan.	
			To improve our customer service and obtain feedback regarding our services	Our survey monitoring partners Our trusted research partners Our review management partners
			To ensure you do not receive information for the same service multiple times*	Printing and mailing agencies
Payer (if the payer is not the Customer)	Names, date of birth, residential address, payment details such as account number and sort code or credit/debit card details, cheques details	Our Legitimate Interests	Process the payment of the plan	Payment processors
		Legal Obligation	To perform identity, fraud, and anti-money laundering checks	Credit Reference Agencies Registered Fraud Agencies
	Vulnerability Information	Legal requirement and/or. To protect the economic wellbeing of our customers	We may record sensitive information such as medical conditions, financial status, or any other information which will allow us to support and provide a fair service to our customers.	

* Where we are relying on legitimate interests for processing your personal data, you may choose to opt-out of some or all of the above if preferably (opting out is not possible for the items marked with an asterisk) by emailing or in writing using the address above.

** You have the right to object to be nominated as the administrator by emailing us on: Privacy@dignityfunerals.co.uk or in writing using the above address

***Dignity engages the services of GBG for identity checks. For more information on GBG, the identities of the Credit Reference Agencies, their role also as fraud prevention agencies, the data they hold, the ways in which they use and share personal information, data retention periods and your data protection rights with the CRAs are explained, please GBG's privacy notice by following this link: <https://www.gbtplc.com/products-services-privacy-policy>.

FUNERAL SERVICES

If you purchase one of our funerals, cremations, memorials, or other services, we will use the information you have provided to administer the services. We need to do this to fulfil our contractual obligations with you.

In addition to the above, we may need to share your personal information with a minister, church, mason, or other third-party service providers you have chosen. These third parties will act as independent data controllers for your information, and you may wish to refer to the Privacy Policy or the provider you have chosen.

If you have chosen to use one of our crematoria, Dignity receives your personal information from your Funeral Director.

Here is a list of all the ways that we may use your personal information, and which of the reasons we rely on to do so. This is also where we tell you what our legitimate interests are:

WHOSE DATA DO WE COLLECT	WHAT INFORMATION DO WE ASK FOR	OUR REASONS FOR USING YOUR INFORMATION	HOW WE USE YOUR INFORMATION YOU PROVIDE TO US	WHO WE SHARE YOUR INFORMATION WITH
Client (Dignity receives your personal information from your Funeral Director if you have chosen to use one of our crematoria).	Names, date of birth, email address, telephone number, postal address, funeral type, NI (if applying for Funeral Expenses Payment Scheme) In addition to the above, we will also ask for payment details such as account number and sort code or credit/debit card details, cheques details (If you are the payer of the services)	Contractual	To administer the funeral service, the cremation, grave or memorial, where applicable	Church Minister, Mason, Parish or Council Crematorium Independent Funeral Directors Legal advisors, if required Other third parties you have chosen
			To contact you with information regarding your services	
			To process the payment of services	Our Payment Processors
		Our Legitimate Interests	To improve our customer service and obtain feedback regarding our services	Our survey monitoring partners Our trusted research partners Our feedback review management partners (information for this purpose is processed in the USA)

TABLE DATA CONTINUES...

			To develop new products and services	
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			To provide postal communication which we think will be of interest to you	
			To process the payment of services	
			To better understand our customers' decision-making processes	Our trusted research partners
			To invite you to our open days and annual memorial services	
			To arrange the collection, storage, or disposal of any ashes*	
			To collect debt*	Our debt collection agency
			Complaints and query resolutions*	
Next of kin (where this is not our client)	Name, address, postcode, telephone number, relationship	Our Legitimate Interests	Communication of funeral arrangements, where required	Crematorium
Client/Next of kin	Name, email and postal address, telephone number	Contract	Provision of memorial	Memorial Mason
Person giving instructions for the funeral (client)	Name, address, postcode, telephone number, client email address,	Contract	Giving instructions for the funeral	Crematorium
Medical Doctors (CF4 & 5)	Full name, address, telephone number, registered qualifications, GMC Reference number	Legal Obligation	Certifying the cause of death	Crematorium
Medical referee	Name, signature, and date	Legal Obligation	Authorisation of cremation	Crematorium
Funeral Service Providers	Name, address, and telephone number	Contract	To conduct the funeral service	Our client
Nominated Administrator	Name and email address	Contract	Provision and administration of funeral notices	
		Our Legitimate Interests	To provide confirmation of donations details**	Chosen charity organisations

Executor	Name	Contract	To assist with funeral arrangements and payment of account.	
Account recipient	Name, address, postcode, telephone number	Contract, Our Legitimate Interests	To arrange payment of account	
Payer	Name, address, account number, sort code or credit/debit card details.	Contract	Payment of the account	Payment processors
Grave owner	Name, address, and telephone number	Contract	To administer the grave	Owners of burial site (council, church, or private owners)
Complainant	Name, signature, Name, plan number, contact details, any information relevant to your query or complaint	Our Legitimate Interests, Contract	To respond to your query To resolve your complaint	

* Where we are relying on legitimate interests for processing your personal data, you may choose to opt-out of some or all of the above if preferably (opting out is not possible for the items marked with an asterisk) by emailing Privacy@dignityfunerals.co.uk or in writing using the address above.

**We will use the email address provided in relation to the funeral notice to administer the service, we may also share your name and email address with your chosen charity.

If you would not like us to share your information with your chosen charity, please email privacy@dignityfunerals.co.uk. Online donations are handled and administered by JustGiving.

GRIEF CHAT

Grief Chat is a confidential, independent bereavement counselling service which can be accessed through this website. This service is provided by Professional Help Limited who will act as the data controller for any personal information you may disclose within the chat service. This information may be processed in the US Professional Help's privacy policy is available [here](#).

SOCIAL MEDIA

Dignity is committed to improving its services based on feedback from our clients, any publicly available Social Media discussions concerning Dignity, or its services will be collected to help us improve our services and monitor the effectiveness of our campaigns.

HOW LONG WE KEEP YOUR PERSONAL INFORMATION

We will retain your information for the duration of our relationship with you and for as long as we are required to fulfil our legal obligations. For example, if you purchase a funeral plan, we will normally keep your personal data for 7 years from the end of our relationship with you. In some instances, we may retain some information for a longer period where we are required to comply with legal, regulatory, accounting and reporting requirements. We review these retention periods on a regular basis to ensure we do not store unnecessary personal information.

PROFILING

It's important for you to know that Dignity creates a profile of your interests and preferences so that we can contact you with information most relevant to you. We may also use your personal information to detect and reduce fraud and credit risk.

DIRECT MARKETING

If you have been provided with the option to consent to further communications from Dignity, the following information regarding the processing of your personal data will apply. Otherwise, it will not apply:

We would like to provide you with information about products which we think you may find interesting and useful. We may send you such information by mail, SMS, telephone, or email. When you provide us with your information, you will be given the option to let us know that you would like your information used for direct marketing purposes. If you do not request this option, we will not send you any direct marketing.

You can change your mind at any time by contacting our Privacy Team by email at Privacy@dignityfunerals.co.uk or by post at Dignity Plc, 4 King Edwards Court, King Edwards Square, Sutton Coldfield, West Midlands, B73 6AP. Alternatively, you can telephone us on 0800 804 8056.

SERVICE PROVIDERS

Dignity employs third-party service providers and contractors to carry out its day-to-day activities. All our service providers are carefully considered to ensure they handle your information with care and only for the purposes intended. It may be necessary for Dignity to share some or all your information with these providers as necessary. Dignity will always minimise the access and ensure data is securely destroyed when it is no longer required by our third-party providers.

IS ANY OF MY DATA TRANSFERRED OUTSIDE THE EEA

Dignity does not transfer personal data to a country or territory outside the European Economic Area (EEA) unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data. We will always ensure there are legitimate reasons for transferring personal information outside the EEA.

SECURITY

In maintaining your privacy, we are committed to ensuring that your information is secure. To prevent unauthorised access or disclosure we have put in place suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect from you.

YOUR RIGHTS

Under data protection law, you have rights we need to make you aware of. The rights available to you depend on our reason for processing your information. As a data subject, you have the following rights in relation to your personal data being processed by Dignity:

- You have the right to ask us for copies of your personal information. This is also known as subject access request. There are some exemptions, which means you may not always receive all the information we process.
- You have the right to ask us to erase your personal information in certain circumstances. This is known as the right to erasure or right to be forgotten.
- You have the right to object to processing in certain circumstances unless there are compelling lawful grounds.
- You have an absolute right to stop your data being used for direct marketing.
- You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- You have the right to ask us to restrict the processing of your information in certain circumstances.
- You have the right to ask that we transfer the information you gave us from one organisation to another or give it to you. This only applies to information you have given us.
- where the legal basis for us processing your personal data is your consent, to withdraw that consent at any time.
- You have the right to lodge a complaint to the Information Commissioner’s Office if you believe that we have not complied with the requirements of the GDPR regarding your personal data.

EXERCISING YOUR RIGHTS, QUERIES, AND COMPLAINTS

If you:

- would like more information on your rights
- would like to exercise your rights
- have any queries relating to Dignity’s processing of your personal data

Please contact our privacy team by either emailing privacy@dignityfunerals.co.uk or writing to: Privacy, Dignity Plc, King Edwards Court, King Edwards Square, Sutton Coldfield, West Midlands, B73 6AP.

Alternatively, you can telephone us on 0800 804 8056.