

# M. A. Mills Funeral Service

Incorporating William Roberts & Sons  
Of Bottesford

## PRIVACY AND DATA RETENTION POLICY

### Privacy Policy

#### Client information and Deceased information

We collect personal data from our clients and the deceased in the course of making funeral arrangements.

#### What Personal details do we collect? (Client)

##### We collect the following:

- Full name
- Postal address
- Telephone number(s)
- Email address(es)
- Client's relationship to the deceased

#### What Personal details do we collect? (Deceased)

##### We collect the following:

- Full name
- Age at the time of passing away
- Last registered address
- Occupation
- Date of birth & Date of death
- Place of death
- Doctor's name & registered surgery

#### Special data categories that we may collect:

- Religion

#### Why do we collect this data?

##### We collect this data in order to:

- Maintain contact with our clients until the funeral and all subsequent matters appertaining to the funeral have been dealt with.
- To pass onto 3<sup>rd</sup> parties service and product providers who require this data to conduct, fulfil and supply their services and products.

*This lawful basis for the processing of this data falls within the 'contract' category.*

#### What else do we use this data for?

##### We may also use this data for:

- Making contact to our client regarding certain 'events' such as our memorial tree or things that may be of interest to them.
- To pass onto other 3<sup>rd</sup> parties who may also require the data, who are performing some of the services for you, they may contact you directly. These 3<sup>rd</sup> parties may include; florists, caterers, venues, funeral officiants and other service or product providers.
- Using it for reference in the future to replicate funeral arrangements in future years upon request.

*The lawful basis for the processing of this data falls within the 'consent' category. This data will only be used for the activities for which we have obtained consent. You have the right to contact us to vary this consent at any time.*

#### Under what circumstances will we contact you?

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 to minimise the risk of unauthorised access or disclosure.

#### Information about other Individuals

Wherever possible we will not take information from or about other individuals that aren't our client. In the event that we do, we will not pass this data onto any 3<sup>rd</sup> party unless permitted to do so by the individual. The information would be stored in the same way as client and deceased data as explained above. Any individual who would like their data removing from our physical paper and digital records should make it known to us by contacting us at any time.

Previously, on occasion and at the wishes of our client, we can also provide the family with 'attendance cards' which can be filled out by the mourners in attendance at the funeral. In the event of this, we do not bring the cards back to us and do not log any information of the attending mourners, we would give the cards back to the family after the service along with the donations as per our terms of business.

*The lawful basis for the processing of this data falls within the 'consent' category.*

### Retention Policy

#### How long and where do we store this date for?

It is our practice to retain information relating to the funerals we conduct. This information is retained indefinitely in order to allow us to replicate funeral arrangements in future years upon request, or should there be a query regarding the detail of a funeral in the future. Whilst data relating to someone who has died is not subject to the protections of the General Data Protection Regulation, the information we retain includes details of our client at the time of making these arrangements, and may also include details of other family members which were given to us at the time of making these arrangements. This information is stored within our premises and in electronic form, at the end of our business financial year (31<sup>st</sup> July) we may take all of our records to our home address to store indefinitely for the purpose of replicating funeral arrangements in the event that we do not have any storage space at our office.

Any former client or individual who would like us to remove their personal data from these records can contact us at any time and we will remove their personal data from both our paper and electronic records, unless it is still required for the resolution of further matters or if it is required to allow us to fulfil any outstanding legal or procedural obligations.

#### Your rights as a data subject

At any point while 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 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 object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review: in the event that M. A. Mills Funeral Service LTD refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined in the complaints clause below.

*All of the above requests will be forwarded on should there be a third party involved in the processing of your personal data.*

### Complaints Procedure

If you wish complain about our use of your personal data, you can do it directly to us in writing at [mamillsfuneralservice@hotmail.co.uk](mailto:mamillsfuneralservice@hotmail.co.uk).

If you wish to complain to a governing body you may write to The National Society Of Allied And Independent Funeral Directors (SAIF), 3 Bullfields, Sawbridgeworth, CM21 9DB

### Notes

*Our privacy and date retention policy does not speak for the 3<sup>rd</sup> parties that we use to provide services and products, their privacy and data retention policies are subject to their own terms and not ours.*



## M. A. Mills Independent Funeral Directors

Owned & Managed by Michele & Tony Mills

36 - 38 Main Road,  
Radcliffe on Trent,  
Nottingham,  
NG12 2AA.

- 24 Hour Personal Service
- Pre - Paid Funeral Plans
- Fully Tailored Services
- Bereavement Support Private
- Chapels of Rest
- Monumental Masonry
- Family Owned & Managed

Serving the local community of  
Radcliffe - on - Trent, Bottesford &  
Surrounding Areas.

0115 933 6906  
[mamillsfuneralservice@hotmail.co.uk](mailto:mamillsfuneralservice@hotmail.co.uk)  
[www.mamills.co.uk](http://www.mamills.co.uk)