**Privacy  
Policy**

Welcome to Safe Hands Funeral Services. This policy covers our privacy practices regarding the personal information we collect from individuals, and our terms of use for this website (our ‘Site’). If you continue to browse and use this website you are agreeing to comply with and be bound by the terms and conditions of use detailed within this document. This Website Privacy Policy does not cover any links to third party sites.

**WEBSITE PRIVACY POLICY**

This Website Privacy Policy informs you of our commitment to privacy and explains the ways that Safe Hands collects, uses and discloses your personal and non-personal information when you visit this Website. By visiting this site, you consent to the collection, use and disclosure of your personal information as described in this Website Privacy Policy. Safe Hands

reserves the right to modify the terms and conditions of this Privacy Policy at any time without notice, and such modifications shall be effective immediately upon posting of the modified Privacy Policy on this website. You agree to review this Website Privacy Policy periodically to be aware of such modifications and your continued use of the website following the posting of any modified terms shall be deemed your conclusive acceptance of the modified Website Privacy Policy. If you do not agree with any modifications posted by Safe Hands, your sole and exclusive remedy is to discontinue use of this website.

**COLLECTING AND USING INFORMATION ON OUR WEBSITE**

We will not collect personal information about you when you visit our website, unless you choose to directly provide such information when contacting us via email and by completing online forms.

We do not disclose any personal information, however obtained through this website, without explicit permission from the person to whom it relates. We will use this personal information to process your request and when applicable, respond to you. By contacting us in this manner, you consent to the collection and use of your personal information for the purpose of responding to your request.

We do store information collected from visitors for statistical monitoring purposes and to help respond to comments made about the site.

**PROTECTING INFORMATION**

We strive to protect all personal information we receive online with appropriate safeguards and security measures. However, the Internet is not a secure medium and neither the privacy of your communications, nor that of visitors to this website, can be ensured. Accordingly, by visiting this website, you acknowledge and agree that Safe Hand does not guarantee the security of any information you transmit to us, and that you do so at your own risk.

**IP ADDRESSES**

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

**COOKIES**

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on your browser or the hard drive of your computer. Cookies contain information that is transferred to your computer hard drive. They help us to improve our Site and to deliver a better and more personalised service.

If you register with us or if you continue to use our Site, you agree to our use of cookies.

On 26 May 2012, new rules about cookies on websites came into force. The Site uses Google Analytics, a web analytics service provided by Google, Inc. (‘Google’). Google Analytics uses cookies to help us analyse how users use the Site. The information generated by the cookie about a user’s use of the Site (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating the user’s use of the website, compiling reports on Site activity for website operators and providing other services relating to web site activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. Google will not associate a user’s IP address with any other data held by Google. Users may refuse the use of cookies (as above). By using the Site, the User consents to the processing of data about that user by Google in the manner and for the purposes set out above.

**DATA SECURITY ON OUR WEBSITE**

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our Site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

**CHILDREN’S PRIVACY PROTECTION**

Our services are not designed for, or intentionally targeted at, children 13 years of age or younger. We do not intentionally collect or maintain data about anyone under the age of 13.

**TERMS OF USE OF THE Safe Hands WEBSITE**

The content of the pages of this website is for your general information and use only. It is subject to change without notice. This website contains material which is owned by or licensed to us. This material includes, but is not limited to, the design, layout, look, appearance and graphics. Reproduction is prohibited other than in accordance with the copyright notice, which forms part of these terms and conditions.

Unauthorised use of this website may give rise to a claim for damages and be a criminal offence.

From time to time this website may also include links to other websites. These links are provided for your convenience to provide further information. They do not signify that we endorse the website. We have no responsibility for the content of the linked website(s).

If you go to another website from this one, read the privacy policy on that website to find out what it does with your information. If you use our website to sign up to newsletters, or enquire about a funeral, please note your data will be collected and reclaimed in-line with our general data protection policy which is available on request. Your use of this website and any dispute arising out of such use of the website is subject to the laws of England and Wales.

**PROCESSING OF PERSONAL DATA: OUR POLICY AND PRACTICE**

This sets out in more detail how we use, share and protect the personal information you give to us. We always treat personal and sensitive data in a fair and lawful manner. Access to personal and sensitive data is controlled, and only available on a ‘need to know’ basis. All staff receive training on the principles of data protection and information security.

**HOW WE GET YOUR PERSONAL INFORMATION AND WHY WE HAVE IT**

The personal information we process is provided by you for one of the following reasons:

* For the purposes of arranging a funeral or for providing services associated with a funeral
* Because you have applied for a job at Safe Hands and / or are employed directly by us.
* Personal information, such as your name, address, contact details (telephone number and email address)
* We may collect and process special category data such as ethnicity and religion to ensure that the service we give to you is personalised and meet your needs.
* Your consent, for marketing and promotional activity
* We have a contractual obligation, to fulfil our responsibilities as an arranger and provider of funeral services, and as an employer
* We have a legitimate interest. We do this to obtain feedback on our performance, to assess people’s satisfaction with our service, and to improve our services. We also hold this information to enable us to carry out our day to day functions, for example, holding details of specialist suppliers, contractors and other professionals for providing services associated with funerals.

We use this information to provide you with a funeral service, to work with you to provide a funeral to our clients, to provide training or information about funeral services, or to ensure we fulfil our obligations to you as an employer.

We may also need to share this information with third parties, such as ministers/celebrants, cemeteries,crematoria, florists and others we work with to provide your funeral. We will always err on the side of caution and will never share more information than is strictly necessary. We will not share your data with or sell your data to other companies for promotional purposes.

We may use the information we hold about you to detect and prevent crime or fraud. We may also share this information with other bodies that inspect and manage public funds.

We will not routinely disclose any information about you without your express permission. However, there are circumstances where we must or can share information about you owing to a legal or statutory obligation.

**THE TYPE OF PERSONAL INFORMATION WE COLLECT**

We collect and process the following information:

* Personal information, such as your name, address, contact details (telephone number and email address)
* We may collect and process special category data such as ethnicity and religion to ensure that the service we give to you is personalised and meet your needs.
* Your consent, for marketing and promotional activity
* We have a contractual obligation, to fulfil our responsibilities as an arranger and provider of funeral services, and as an employer
* We have a legitimate interest. We do this to obtain feedback on our performance, to assess people’s satisfaction with our service, and to improve our services. We also hold this information to enable us to carry out our day to day functions, for example, holding details of specialist suppliers, contractors and other professionals for providing services associated with funerals.

**LAWFUL BASIS FOR PROCESSING PERSONAL DATA**

Under the UK General Data Protection Regulation (GDPR), the lawful bases on which we rely to process your personal information are:

**HOW WE STORE YOUR INFORMATION AND HOW LONG WE KEEP IT**

Your information is securely stored.

If you have given us your information for a funeral service, we will only keep the data in an identifiable form indefinitely after you provided it to us or, in case of future reference if relevant, the date of the funeral (whichever is later). Banking information will be deleted immediately after use.

If you have given us your information as an employee, once the employment contract has ceased, we retain employees’ personal information for the minimum period required by legislation or national guidance provided by statutory authorities, such as HMRC. When this period is exhausted, the data we hold will be destroyed. The personal information of unsuccessful applicants for jobs at Safe Hands will be securely destroyed after 6 months.

We review our suppliers’ and professionals’ personal information every 24 months and conduct a legitimate interest assessment to assess whether we should still retain that information. We then retain the information for a further 24 months, unless we are informed by you that you do not wish us to do so, or if the information is no longer required for day-to day-processing. The information is then securely destroyed.

**YOUR DATA PROTECTION RIGHTS**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact our team via email at

info@shfsltd.co.uk or call us on (01903) 741444. if you wish to make a request.

More information about your data rights is available on [the Information Commissioner’s website](http://www.ico.org.uk).

**Complaint**

If you have any concerns about our use of your personal information, you can make a complaint to Penny Strachan, Safe Hands or via email at [info@shfsltd.co.uk](mailto:info@shfsltd.co.uk) or on the phone (01903) 741444