

# Privacy Policy

Est. 1946

## **B.INCE FUNERAL** --- **DIRECTORS**

Bank House  
8, Severnside South  
Bewdley, Worcestershire,  
DY12 2DX

Bewdley (01299) 403 105  
Kidderminster (01562) 822 716  
[contact@bincefuneraldirector.co.uk](mailto:contact@bincefuneraldirector.co.uk)

### GDPR PRIVACY POLICY

#### **Scope**

All data subjects whose personal data is collected, in line with the requirements of the General Data Protection Regulation.

#### **1. Responsibilities**

- 1.1 B Ince Funeral Director is responsible for ensuring that this notice is made available to data subjects prior to B Ince Funeral Director collecting/processing their personal data.
- 1.2 All Employees of B Ince Funeral Director who interact with data subjects are responsible for ensuring that this notice is drawn to the data subject's attention and their consent to the processing of their data is secured.

#### **2. Privacy notice**

##### **2.1 Who are we?**

We are B Ince Funeral Director Incorporating G Thomas & Son.  
Our postal address is: Bank House, 8, Severnside South, Bewdley,  
Worcestershire, DY12 2DX.

Telephone: (01299) 403 105  
(01562) 822 716

Email: [contact@bincefuneraldirector.co.uk](mailto:contact@bincefuneraldirector.co.uk)

We are an independent family owned funeral director operating within the service sector.

The partners who own and run the business are Mrs J M Ince and Mr A W G Ince

# Privacy Policy

The personal data we would like to process on you is:

<b>Personal data type:</b>	<b>Source</b>
Name/Surname	Data Subject
Address	Data Subject
Phone Numbers/Emails	Data Subject
Relationship to the deceased	Data Subject

The personal data we collect will be used for the following purposes:

- To reply to enquiries about our services
- For the professional fulfilment of the funeral service as instructed by you, including working with third parties on your behalf
- For issuing the account and payment of the funeral service
- For your pre-paid funeral plan if applicable and instructed by you
- To request feedback on our service and performance
- To securely keep details on file so that we have a record for future reference

Our legal basis for processing the personal data:

- To take steps and make plans at your request prior to entering into an agreement with you
- Fulfilment of the contract to provide funeral services as instructed by you

Any legitimate interests pursued by us, or third parties we use, are as follows:

- Ensuring client satisfaction and the improvement of our services
- Being able to provide a similar funeral to a previous one when requested by the family to do so

The special categories of personal data concerned are:

- Religious Beliefs

## 2.2 **Consent**

By consenting to this privacy notice you are giving us permission to process your personal data specifically for the purposes identified.

Consent is required for B Ince Funeral Director to process both types of personal data, but it must be explicitly given. Where we are asking you for sensitive personal data we will always tell you why and how the information will be used.

You may withdraw consent at any time by contacting us to update your preferences.

## 2.3 **Disclosure**

B Ince Funeral Director will not pass on your personal data to third parties without first obtaining your consent. The following third parties may receive your personal data for the following purpose(s):

- A crematorium for the purpose of organising cremation of the deceased
- A cemetery for the purpose of organising burial of the deceased
- A nominated celebrant/minister for the purpose of arranging details of the funeral service
- A musician/music provider for the purpose of liaising with you for your musical choices for the funeral service
- A local printer for the purpose of producing Orders of Service or Hymn Cards

# Privacy Policy

- A newspaper for the purpose of placing an obituary or acknowledgement
- A venue or caterer for the purpose of organising after service refreshments
- A Doctor or medical registrar if a medical certificate is required
- A florist if floral tributes are requested
- A pre-paid funeral company if a policy or bond is held by the deceased
- A repatriation service/funeral director abroad in order to bring the deceased back into our care in the United Kingdom

## 2.4 **Retention period**

B Ince Funeral Director will process personal data for as long as is necessary to allow us to fulfil your funeral services and will store the personal data for future reference and funeral planning.

## 2.5 **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 B Ince Funeral Director 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 clause 3.6 below.

All of the above requests will be forwarded on should there be a third party involved (as stated in 3.3 above) in the processing of your personal data.

# Privacy Policy

## 2.6 Complaints

In the event that you wish to make a complaint about how your personal data is being processed by B Ince Funeral Director (or third parties as described in 3.3 above), or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority however we would appreciate the opportunity to deal with your concerns before you approach the ICO so please contact B Ince Funeral Director in the first instance.

The details for each of these contacts are:

	<b>Supervisory authority contact details</b>	<b>B Ince Funeral director contact details</b>
Contact Name:	Information Commissioner's Office	Mrs JM Ince and Mr AWG Ince
Address	Wycliffe House	Bank House
	Water Lane	8, Severnside South
	Wilmslow	Bewdley
	Cheshire	Worcestershire
	SK9 5AF	DY12 2DX
Email:	<a href="https://ico.org.uk/global/contact-us/email/">https://ico.org.uk/global/contact-us/email/</a>	<a href="mailto:contact@bincefuneraldirector.co.uk">contact@bincefuneraldirector.co.uk</a>
Telephone:	0303 123 1113 or 01625 545 745	(01299) 403 105

## 2.7 Privacy statement

Read more about how and why we use your data on our website

<http://www.bincefuneraldirector.co.uk>

# Privacy Policy

## Online privacy statement

### Personal data

Under the EU's General Data Protection Regulation (GDPR) personal data is defined as:

"any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person".

### How we use your information

This privacy notice tells you how we, B Ince Funeral Director, will collect and use your personal data for provision of services, cookies, complaints etc.

### Why does B Ince Funeral Director need to collect and store personal data?

In order for us to provide you with a funeral service we need to collect personal data for fulfilment of the contract and any related correspondence. In any event, we are committed to ensuring that the information we collect and use is appropriate for this purpose, and does not constitute an invasion of your privacy.

In terms of being contacted for marketing purposes B Ince Funeral Director would contact you for separate consent.

### Will B Ince Funeral Director share my personal data with anyone else?

We may pass your personal data on to third-party service providers contracted to B Ince Funeral Director in the course of dealing with you. Any third parties that we may share your data with are obliged to keep your details securely, and to use them only to fulfil the service they provide on behalf of B Ince Funeral Director. When they no longer need your data to fulfil this service, they will dispose of the details in line with B Ince Funeral Director's procedures. If we wish to pass your sensitive personal data onto a third party we will only do so once we have obtained your consent, unless we are legally required to do otherwise.

### How will B Ince Funeral Director use the personal data it collects about me?

B Ince Funeral Director will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavour to keep your information accurate and up to date, and not keep it for longer than is necessary. B Ince Funeral Director is required to retain information in accordance with the law, such as information needed for income tax and audit purposes. How long certain kinds of personal data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

# Privacy Policy

## Under what circumstances will B Ince Funeral Director 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 to minimise the risk of unauthorised access or disclosure.

## Can I find out the personal data that the organisation holds about me?

B Ince Funeral Director at your request, can confirm what information we hold about you and how it is processed. If B Ince Funeral Director does hold personal data about you, you can request the following information:

- Identity and the contact details of the person or organisation that has determined how and why to process your data. In some cases, this will be a representative in the EU.
- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of B Ince Funeral Director or a third party, information about those interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority.
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.