

## General Privacy Notice issue ref : GPN:2018.2 issued 26/6/2018

### Data controller:

Westerleigh Group Holdings Ltd.  
Westerleigh Road  
Westerleigh  
Bristol  
BS37 8QP  
0117 937 1050

ICO Registration : ZA403333

[Privacy@westerleighgroup.co.uk](mailto:Privacy@westerleighgroup.co.uk)

Westerleigh group is committed to being transparent about how we collect and process your personal data. This policy sets out how we use, share, and protect any personal information that you give us.

The Company collects and processes personal data relating to those using its services to ensure we provide the highest possible standards of service.

### What information does the Company collect?

The Company collects and processes a range of information about you. This includes:

- your name.
- Your address
- Your Contact details, including email address and telephone number.
- Your gender.
- CCTV images.

The Company may collect this information in a variety of ways. For example, data might be collected through application forms, from correspondence with you, from our website contact form; or through meetings or telephone calls.

In some cases, the Company may collect personal data about you from third parties, such as applications from funeral directors or permit applications from memorial masons.

We will store the information that we collect from you as necessary for the purpose(s) that it is collected (as described below). This may include storage using our electronic and paper database systems, archive systems, and statutory registers for cremation and burial.

### How do we use your information?

Purpose	Type of data	Legal basis for processing
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<p>To provide information for statutory registers in accordance with our statutory obligations</p>	<p>Name, Address</p>	<p>Legal obligation</p>
<p>To carry out our obligations arising from any contracts entered into between you and us including:</p> <ul style="list-style-type: none"> <li>a) Administering cremation and burial services</li> <li>b) Arrange the collection, storage, internment of any ashes.</li> <li>c) Obtaining feedback from you to improve our services</li> <li>d) Administering and providing memorialisation arrangements.</li> </ul>	<p>Name, address, contact details</p>	<p>To perform a contract with you.</p>
<p>To keep you informed and :</p> <ul style="list-style-type: none"> <li>a) To invite you to events such as memorial services, carol services and open days*</li> <li>b) Ensure service users are aware of any changes in the services offered*</li> <li>c) To provide a genealogy record for future generations*</li> <li>d) To better understand your needs*</li> <li>e) Ensure the company can offer the best possible choice of services*</li> </ul>	<p>Name, address, contact details</p>	<p>Legitimate interest.</p>

To operate a safe environment for all visitors and staff.	CCTV images	Legitimate interest.
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It is possible to opt out of those items marked with an asterisk by emailing a request to [privacy@westerleighgroup.co.uk](mailto:privacy@westerleighgroup.co.uk) or by writing to our registered office.

### **Who has access to data?**

Your information may be used internally by our staff in the course of their duties.

The Company may need to share your data with third parties in order to deliver our services, these include Funeral directors, Funeral officiants, Ministers, Churches, Monumental Masons or other third party providers involved in delivering our service to you.

Other than as set out above, the company will not transfer, sell or distribute your data without your permission unless we are required to by law. The Company will not transfer your data to countries outside the European Economic Area.

### **How does the Company protect data?**

The Company takes the security of your data seriously. The Company has internal policies and controls in place to try to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by its employees in the performance of their duties.

Where the Company engages third parties to process personal data on its behalf, they do so on the basis of written instructions, are under a duty of confidentiality and are obliged to implement appropriate technical and organisational measures to ensure the security of data.

### **For how long does the Company keep data?**

The Company will hold your personal data for the duration of your relationship with us and for a limited time period afterwards for legal and tax purposes.

### **Automated decision-making**

Your data is not subject to automated decision-making including profiling.

### **Your rights**

You can:

- access and obtain a copy of your data on request;
- request to transfer your data to a third party (Portability)
- require the Company to change incorrect or incomplete data;
- require the Company to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data in certain circumstances.

If you would like to exercise any of these rights, please contact [Privacy@westerleighgroup.co.uk](mailto:Privacy@westerleighgroup.co.uk)

We will respond to all such requests within the time period required by law. Occasionally it may take us longer, if your request is particularly complex, you have made a number of requests or you have not supplied the information we need to respond to you. In this case, we will notify you and keep you updated.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.'

If you believe that the Company has not complied with your data protection rights, you can complain to the Information Commissioner.