

PRIVACY NOTICE

Data Protection law changed on 25 May 2018 when the GDPR - General Data Protection Regulation became law. It's the biggest change to UK data privacy law for 20 years and creates a single set of rules that better protects personal information for people across the EU.

It gives an individual more control of their personal data. All organisations must review how they manage all personal data, such as customer addresses and staff details, to ensure they meet GDPR requirements.

What is a Privacy Notice?

A privacy notice explains what personal data we hold about you, why we hold it, how we protect it for you and how you can have it removed from our files if you wish.

What is Personal Data?

Personal Data includes:

Name; Address; Email address; Photo; IP Address; Location Data; Online Behaviour; Profiling and Analytics Data.

Special Categories of Personal Data include:

Race; Religion; Political Opinions; Trade Union Membership; Sexual Orientation; Health Information; Biometric Data; Genetic Data

Crosbie Matthew do not hold any special category data of their customers.

Your Personal Data is in safe hands with Crosbie Matthew

- We do: use data to help us provide a better customer service, which includes tailoring the information we share with you to help ensure that it's relevant, useful and timely.
- We do: respect your privacy and work hard to meet strict regulatory requirements.
- We do: go the extra mile to protect your data.
- We don't: sell your personal data to third parties.

How your personal information is used by Crosbie Matthew

Your information will be held by Crosbie Matthew Funeral Directors and used only for the purposes of arranging and conducting a funeral, any follow up memorial work and funeral plans you have taken out.

Our Privacy Promise

We promise:

- To keep your data safe and private.
- Not to sell your data.
- To give you ways to manage and review your marketing choices at any time.
- To amend or delete any private data we hold about you at your request.

This notice sets out most of your rights under the new laws.

How the law protects you

As well as our Privacy Promise, your privacy is protected by law. This section explains how that works.

Data Protection law says that we are allowed to use personal information only if we have a proper reason to do so. This includes sharing it outside Crosbie Matthew. The law says we must have one or more of these reasons:

- To fulfil a contract we have with you, or
- When it is our legal duty, or
- When it is in our legitimate interest, or
- When you consent to it.

A legitimate interest is when we have a business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interest, we will tell you what that is.

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.

[What we use your personal information for with legitimate reason or because you have entered into a contract with us to assist you in organising a funeral:](#)

To manage our relationship with you.

To provide advice or guidance about our products and services.

To make and manage customer payments.
To collect or recover money that is owed to us.
To respond to complaints and seek to resolve them.
To obey laws and regulations that apply to us.
To exercise our rights set out in agreements or contracts.

How long will we keep your personal information?

We will keep your personal information for as long as you are a customer of Crosbie Matthew.

After you stop being a customer (any financial obligations have been met and ashes collected where a cremation has taken place, and memorial work completed) we may keep your data indefinitely for one of these reasons:

- To help you arrange another funeral in the future.
- To respond to any questions or complaints you may have.
- To show that we treated you fairly.
- To maintain records according to rules that apply to us.

We may also keep your data indefinitely if we cannot delete it for legal, regulatory or technical reasons. We may also keep it for research, statistical purposes or if it is a funeral plan that is still current. If we do, we will make sure that your privacy is protected and only use it for those purposes.

How to get a copy of your personal information

You can find out the personal information we hold by writing to:

Sheila Matthew
Crosbie Matthew funeral Directors
199 Nicol Street, Kirkcaldy, Fife KY1 1PF

Letting us know if your personal information is incorrect

You have the right to question any information we have about you that you think is wrong or incomplete.

If you do, we will take reasonable steps to check its accuracy and correct it.

What if you want us to stop using your personal information?

You have the right to object to our use of your personal information, or to ask us to delete, remove, or stop using your personal information if there is no need for us to keep it. This is known as the 'right to object' and 'right to erasure', or the 'right to be forgotten'.

There may be legal or other official reasons why we need to keep or use your data. But please tell us if you think that we should not be using it.

We may sometimes be able to restrict the use of your data. This means that it can only be used for certain things, such as legal claims or to exercise legal rights. In this situation, we would not use or share your information in other ways while it is restricted.

You can ask us to restrict the use of your personal information if:

- It is not accurate.
- It has been used unlawfully but you don't want us to delete it.
- It not relevant any more, but you want us to keep it for use in legal claims.
- You have already asked us to stop using your data but you are waiting for us to tell you if we can keep on using it.

If you want to object to how we use your data, or ask us to delete it or restrict how we use it or, please contact us.

How to withdraw your consent

You can withdraw your consent at any time. Please contact us if you want to do so.

How to complain

Please let us know if you are unhappy with how we have used your personal information and we will take your concerns very seriously.

You can either write to Sheila Matthew, telephone her on 01592 640644 or email her at email@crobiemathew.co.uk.

If you are still unhappy you also have the right to complain to the Information Commissioner's Office who are the independent regulator which exists to protect people's information rights

Find out on their website how to report a concern at ico.org.uk.