**PRIVACY POLICY**

**1.**   **INTRODUCTION**

This privacy notice provides you with details of how we collect and process your personal data through your use of our website [www.gowardsfuneralservices.co.uk](http://www.gowardsfuneralservices.co.uk) or by other methods of communication. By providing us with your data, you warrant to us that you are over 18 years of age.

**Gowards Funeral Services** are the data controller and we are responsible for your personal data (referred to as “we”, “us” or “our” in this privacy notice).

**2.**  **WHAT DATA DO WE COLLECT ABOUT YOU, FOR WHAT PURPOSE AND ON WHAT GROUND WE PROCESS IT**

Personal data means any information capable of identifying an individual. It does not include anonymised data.

We may process the following categories of personal data about you:

* **Communication Data** that includes any communication that you send to us whether that be through the contact form on our website, through email, text, social media messaging, social media posting or any other communication that you send us. We process this data for the purposes of communicating with you, for record keeping and for the establishment, pursuance or defence of legal claims. Our lawful ground for this processing is our legitimate interests which in this case are to reply to communications sent to us, to keep records and to establish, pursue or defend legal claims.
* **Customer Data** that includes data relating to any purchases of goods and/or services such as your name, title, billing address, email address, phone number, contact details. We process this data to supply the goods and/or services you have purchased and to keep records of such transactions. Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract.
* **User Data** that includes data about how you use our website and any online services together with any data that you post for publication on our website or through other online services. We process this data to operate our website and ensure relevant content is provided to you, to ensure the security of our website, to maintain back- ups of our website and/or databases and to enable publication and administration of our website, other online services and business. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business.
* **Technical Data** that includes data about your use of our website and online services such as your IP address, details about your browser, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our website, time zone settings and other technology on the devices you use to access our website. The source of this data is from our analytics tracking system. We process this data to analyse your use of our website and other online services, to administer and protect our business and website, to deliver relevant website content and advertisements to you and to understand the effectiveness of our advertising. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business and to grow our business.
* We may use **Customer Data**, **User Data** and **Technical Data** to deliver relevant website content and advertisements to you (including Facebook adverts or other display advertisements) and to measure or understand the effectiveness of the advertising we serve you. Our lawful ground for this processing is legitimate interests which is to grow our business. Our lawful ground for this processing is either consent or legitimate interests (namely to grow our business).
* **Sensitive Data** we need to collect the following sensitive data about you in order to deliver our services accurately and efficiently - Religious Beliefs.

Where we are required to collect personal data by law, or under the terms of the contract between you and us and you do not provide us with that data when requested, we may not be able to perform the contract ie arrange and conduct the funeral service.

We will only use your personal data for a purpose it was collected for.

**3.**  **HOW WE COLLECT YOUR PERSONAL DATA**

We may collect data about you by you providing the data directly to us (for example by filling in forms on our site or by sending us emails). We operate a continuous CCTV system recording all visitors to our premises. This is for the security of our premises, staff and visitors.

We may automatically collect certain data from you as you use our website by using cookies and similar technologies. Please see our cookie policy on pages 5 and 6 of this document.

We may receive data from third parties such as analytics providers such as Google based outside the EU, advertising networks such as Facebook based outside the EU, such as search information providers such as Google based outside the EU, providers of technical and payment services.

We may also receive data from publicly availably sources such as Companies House and the Electoral Register based inside the EU.

**4.** **MARKETING COMMUNICATIONS**

Our lawful ground of processing your personal data to send you communications is your consent ie you have requested information from us.

Under the Privacy and Electronic Communications Regulations, we may send you communications from us if you have asked for information from us about our goods or services. We do not share your personal data with any third party for their own marketing purposes.

**5. DISCLOSURES OF YOUR PERSONAL DATA**

We may disclose your personal information as reasonably necessary for the purposes set out below;

* any of our employees, suppliers, subcontractors, insurers, agents or professional advisers.
* Government bodies that require us to report processing activities.
* If we are required to do so by law or in connection with any legal proceedings.
* To establish, exercise or defend our legal rights.
* Third Parties providing legal obligation and those necessary to fulfill our contract.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

**6.**  **INTERNATIONAL TRANSFERS**

We do not transfer your personal data outside the European Economic Area (**EEA**).]

**7.**  **DATA SECURITY**

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. We allow access to your personal data **only** to those employees who have a business need to know such data. They will only process your personal data on our instructions and they must keep it confidential.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if we are legally required to.

**8.**  **DATA RETENTION**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

When deciding what the correct time is to keep the data for we look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

For tax purposes the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers.

**9.** **THIRD-PARTY WEBSITES / LINKS**

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

**10. CHANGES TO OUR PRIVACY & COOKIES POLICIES**

From time to time we may update these policies, the new version will be published on our website.

You should occasionally check the page to ensure you are satisfied with any changes we have made.

**11.**  **YOUR LEGAL RIGHTS**

Under data protection laws you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

You can see more about these rights at:

https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/

If you wish to exercise any of the rights set out above, please email us at office@gowardsfuneralservices.co.uk.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive or refuse to comply with your request in these circumstances.

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.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you.

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk/)). We should be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.

**12. DATA PROTECTION REGISTRATION**

 We are registered as a Data Controller with the UK Information Commissioner’s Office.

Our data protection registration number is – ZA412688

**13. HOW TO CONTACT US**

This website is owned and operated by Gowards Funeral Services Ltd.

Registered address: King’s Lynn Innovation Centre, Innovation Way, King’s Lynn. PE30 5BY

Company Number: 04673959

Our place of business is: Bridge Street, Fakenham, Norfolk. NR21 9AY

You may contact us in the following ways –

By post to Gowards Funeral Services Ltd, Bridge Street, Fakenham, Norfolk. NR21 9AY

By telephone on 01328 862686

By email office@gowardsfuneralservices.co.uk

v. 22.09.2020

**COOKIE POLICY**

**What's a cookie?**

A "cookie" is a piece of information that is stored on your computer's hard drive and which records how you move your way around a website so that, when you revisit that website, it can present tailored options based on the information stored about your last visit. Cookies can also be used to analyse traffic and for advertising and marketing purposes.

Cookies are used by nearly all websites and do not harm your system.

If you want to check or change what types of cookies you accept, this can usually be altered within your browser settings. You can block cookies at any time by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

**How do we use cookies?**

We use cookies to track your use of our website. This enables us to understand how you use the site and track any patterns with regards how you are using our website. This helps us to develop and improve our website as well as products and / or services in response to what you might need or want.

Cookies are either:

Session cookies: these are only stored on your computer during your web session and are automatically deleted when you close your browser – they usually store an anonymous session ID allowing you to browse a website without having to log in to each page but they do not collect any personal data from your computer; or

Persistent cookies: a persistent cookie is stored as a file on your computer and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again. We use persistent cookies for Google Analytics.

Cookies can also be categorised as follows:

Strictly necessary cookies: These cookies are essential to enable you to use the website effectively, such as when buying a product and / or service, and therefore cannot be turned off. Without these cookies, the services available to you on our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.

Performance cookies: These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.

Functionality cookies: These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymised.

**Our Wix website and the use of Cookies**

| **Cookie name** | **Life span** | **Purpose** |
| --- | --- | --- |
| svSession | Permanent | Creates activities and BI |
| hs | Session | Security |
| incap\_ses\_${Proxy-ID}\_${Site-ID} | Session | Security |
| incap\_visid\_${Proxy-ID}\_${Site-ID} | Session | Security |
| nlbi\_{ID} | Persistent cookie | Security |
| XSRF-TOKEN | Persistent cookie | Security |
| smSession | Two weeks | Identify logged in site members |

Cookies are implemented in every site built by Wix. The table below shows which cookies are implemented onto our site and for what purpose.