

The General Data Protection Regulation

Privacy Policy

Under the General Data Protection Regulation, all data controllers – which includes funeral directors in their at need business – must give their customers the opportunity to understand how their information is being used. This can be done by creating a Privacy Policy which you can display in your office and on your website to allow your customers to understand how you will use their data.

We have detailed the minimum requirements which all funeral directors must include in their Privacy Policy, which is required when collecting information to perform at need funerals. This is required as a result of gathering data from families and/or next of kin.

When creating your Privacy Policy you should include the following sections:

- ✓ Details of your business
- ✓ How and why you collect customer data
- ✓ How you intend to use customer data - both for processing and for marketing purposes
- ✓ How you may share the data with other organisations
- ✓ How you ensure the data is accurate and how the customer can correct any errors
- ✓ How you keep data secure
- ✓ How customers can access their information
- ✓ Who customers can contact about the Privacy Policy
- ✓ Website information if you collect web enquires or cookies through your website

You may wish to consider the Privacy Policies of other companies when creating your own:

- ✓ British Broadcasting Corporation: <http://www.bbc.co.uk/usingthebbc/privacy-policy>
- ✓ Compare the Market: <https://www.comparethemarket.com/information/privacy-policy>
- ✓ Met Office: <https://www.metoffice.gov.uk/about-us/legal/privacy>

Whilst the above websites show examples of good practice in Privacy Policies, you must ensure that the policy is unique to your business and is created to allow your customers to understand how you will use their data and is not created using a template which is not applicable to your business model.