



Privacy Policy

1. Scope

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

2. Responsibilities

2.1 Hortons Funeral Directors and Hortons Funeral Service are responsible for ensuring that this notice is made available to data subjects prior to Hortons Funeral Directors and Hortons Funeral Service collecting/ processing their personal data.

2.2 All employees of Hortons Funeral Directors and Hortons Funeral Service who interact with data subjects are responsible for ensuring that this notice is drawn to the data subjects' attention and their consent to the processing of their data is secured.

3. Privacy notice

3.1	Hortons Funeral Directors 557-563 Spring Bank West Hull HU3 6LD 01482 354246 Company number 7148452	Hortons Funeral Services The Old Police Box Newport Road North Cave HU15 2NZ 01430 423031 Company number 9107545
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Operating within the Funeral Services sector offering Funeral directing services and all relating services associated with the industry.

- Arranging of cremations, burials and services
- Professional services that include coffins, ashes urns, looking after and caring for deceased, bespoke memorial jewellery and providing pre paid plans.
- Supporting families during all aspects of the funeral.
- Providing of vehicles for a funeral.

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

Name	Customer (Data subject)
Address	Customer (Data subject)
Contact Phone Number	Customer (Data subject)
Email address	Customer (Data subject)
Dates of birth/death	Customer (Data subject)
Next of kin details	Customer (Data subject)
Religious beliefs	Customer (Data subject)

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

- To organise a funeral service for a loved one and arranging ashes instructions.
- The production of order of service.
- Collating information with ministers, florist, newspaper notices, doctors, music anyone who needs information to provide a fitting and appropriate service for a loved one.
- Applications for prepaid funeral plans.
- Issuing of invoices and following up un-paid accounts.
- Paying all disbursements on behalf of a family

Our legal basis for processing for the personal data

- Fulfilment of a contract

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

- Fulfilment of a contract

The special categories of personal data concerned are

- Religious Beliefs

3.2 Consent

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

Consent is required for Hortons Funeral Directors and Hortons Funeral Service 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.

3.3 Disclosure

Hortons Funeral Directors and Hortons Funeral Services 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 purposes:-

- * The crematorium/bereavement services of your choice for the purpose of organising/arranging a cremation or burial of a deceased.
- * Local Cemetery, Church, Parish Council or local authority for the purpose of organising/arranging a burial of a deceased.
- * Civil celebrant or minister of religion for the purpose of organising/arranging a funeral service
- * Musician for the purpose of liaising with you for your musical choices for the funeral service
- * A pre-payment funeral plan company for the purpose of arranging a pre-paid funeral
- * A doctor, coroner or medical professional for the purpose of obtaining information to aid a medical report
- * A press office or social media for the purpose of fulfilling an obituary notice (only when requested)
- * A Printing company for the purpose of sending proofs for order of service
- * A charity or other organization requested for the purpose of forwarding donations and obtaining proof of donations (only when requested)
- * A stone masonry service for the purpose of organising memorials (only when requested)
- * An audio visual service for the purpose of liaising for the services they provide

3.4 Retention period

Hortons Funeral Directors and Hortons Funeral Services 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:-

Document/Record Produced	Advised retention period	Condition/Caveats	Basis for decision
First Call	Permanently	Folders locked in fire safe	Next of kin contact details
Deceased Record book	Permanently	Kept in cupboard	Next of kin contact details
Customer accounts	Permanently	Folders locked in fire safe	Next of kin contact details
Customer contacts	Permanently	Folders locked in fire safe	Next of kin contact details
Electronic copies of accounts	Permanently	Password protected	Next of kin contact details
Pre paid funeral plan information	Permanently	Kept in locked cupboard	Next of kin contact details

3.5 Your rights as a data subject

At any point while we are in possession of your data, you, the customer, 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 to that is inaccurate or incomplete.
- Right to be forgotten - in certain circumstances you can ask for the data we hold about you to erase 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 have the right to be subject to the legal effects of automated or profiling.
- Right to judicial review: in the event that Hortons Funeral Directors and Hortons Funeral Services refuse 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 complaints

All of the above requests will be forwarded on should there be a third party involved as stated disclosure.

3.6 Complaints

In the event that you wish to make a complaint about how your personal data is being processed by Hortons Funeral Directors and Hortons Funeral Services (or third parties as described in disclosure), or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and Hortons Funeral Directors and Hortons Funeral Services.

The details for each of these contacts are:

Supervisory authority contact details

Contact Name	Information Commissioner's Office
Address line 1	Wycliffe House
Address line 2	Water Lane
Address line 3	Wilmslow
Address line 4	SK9 5AF
Email	
Telephone	0303 123 1113

Mrs Becky Horton

Contact Name	Hortons Funeral Directors
Address line 1	557-563 Springbank West
Address line 2	Hull
Address line 3	HU3 6LD
Address line 4	
Email	becky@hortonsfuneraldirectors.co.uk
Telephone	01482 354246

Mrs Becky Horton

Contact Name	Hortons Funeral Services
Address line 1	The Old Police Box
Address line 2	Newport Road
Address line 3	North Cave
Address line 4	HU15 2NY
Email	becky@hortonsfuneraldirectors.co.uk
Telephone	01430 423031

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, Hortons Funeral Directors and Hortons Funeral Services will collect and use your personal data for provision of services, cookies, complaints etc.

Why does Hortons Funeral Directors and Hortons Funeral Services 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 Hortons Funeral Directors and Hortons Funeral Services would contact you for separate consent.

Will Organisation Name share my personal data with anyone else?

We may pass your personal data on to third-party service providers connected to Hortons Funeral Directors and Hortons Funeral Services 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 Hortons Funeral Directors and Hortons Funeral Services. When they no longer need your data to fulfil this service, they will dispose of the details in line with Hortons Funeral Directors and Hortons Funeral Services 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 Hortons Funeral Directors and Hortons Funeral Services use the personal data it collects about me?

Hortons Funeral Directors and Hortons Funeral Services 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. Hortons Funeral Directors and Hortons Funeral Services are 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.

Under what circumstances will Hortons Funeral Directors and Hortons Funeral Services 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?

Hortons Funeral Director and Hortons Funeral Services at your request can confirm what information we hold about you and how it is processed. If Hortons Funeral Directors and Hortons Funeral Services do 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 Hortons Funeral Directors and Hortons Funeral Services 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.