

## **Privacy Notice**

At Edinburgh Crematorium Limited, we are committed to protecting and respecting your privacy.

Please read this Privacy Notice, together with any other privacy notice that we may provide to you, as it contains important information about how we collect, manage, use and protect your personal data.

We may change this Privacy Notice from time to time. Please check this policy frequently to ensure you are aware of the most recent version and the date that it was last updated.

This policy was last updated in **June 2019**.

If you have any questions regarding this policy or about our privacy practices, please contact us at: [papers@edinburghcrematorium.com](mailto:papers@edinburghcrematorium.com) or by writing to us at Edinburgh Crematorium Limited, The Lodge, Seafield Cemetery, Seafield Place, Edinburgh EH6 7QP and marking your query for the attention of the Chief Executive.

### **Who are we?**

When we say 'we' or 'us' in this policy, we are referring to Edinburgh Crematorium Limited which is a registered company in Scotland (Company No. SC015168) with its registered office at The Lodge, Seafield Cemetery, Seafield Place, Edinburgh, EH6 7QP.

We are a "**controller**" of the personal data that you provide to us. This means that we are responsible for deciding how we hold and use personal information about you. We are required under data protection legislation to notify you of the information contained in this privacy notice.

### **What information do we collect?**

- Information you give us.
  - Information that we may collect from you includes, but is not limited to your name, address, email address, financial information, phone number and relationship to the deceased. You may also provide us with information about your preferences for receiving marketing and other communications from us.
  - You may give us such information directly by filling in forms or by corresponding or speaking with us by phone, email, letter or otherwise. This includes information you provide when you submit a query or provide us with feedback.

### **How we might use your information?**

We use information held about you in the following ways:

- Information you give to us. We will use this information:
  - To provide you with information about our services;
  - To provide the services that you have requested;
  - To manage and administer our relationship with you;
  - To carry out our obligations arising from any contracts entered into between you and us;
  - For the purposes of the establishment, exercise or defence of legal claims.

- Information we collect about you. We will use this information:
  - To provide the services to you;
  - To administer our website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes; and
- Information we receive from other sources. We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

### **Our Marketing**

We will send you a one off information leaflet showing types of commemoration following cremation.

We will not send any other information to you without your prior written permission.

We may, with your consent, e-mail you to provide you with information about our services. You can un-subscribe at any time by informing us that you no longer wish to receive communications.

We may occasionally provide you with information about our activities or provide you with information about services supplied by us. You may unsubscribe from calls or emails by instructing the person contacting you or by contacting us at any time on the details set out in the 'Contact Us' section of this notice.

We may also communicate with you through postal marketing when it is in our legitimate interests to do this and when these interests do not override your rights. Those legitimate interests include providing you with information on our services, commemoration options for loved ones, feedback, and other activities. You have the right to contact us at any time and opt-out of receiving postal communications.

### **What is our legal basis for using your information?**

There are a number of lawful reasons for us to process your personal data, for example the performance of the contract for services or in order for us to comply with our legal obligations under the Burial and Cremation (Scotland) Act 2016.

Another of these lawful reasons is called 'legitimate interest' and means that we can process your personal data if (i) we have a genuine and legitimate reason; and (ii) are not harming any of your rights and interests.

Our goal is to provide relevant information in relation to cremation and commemoration services for your loved ones. We will use your personal data in order to help us achieve those goals in relation to any communication with you or request for information that you submit to us.

Whenever we process your personal data for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection law.

We may also process your personal data where we are required to comply with our legal obligations, or to establish and defend our legal rights, or to prevent and detect crimes such as fraud.

### **How long will we hold your information for?**

We will hold your personal data on our systems for 50 years in line with the requirements of the Burial and Cremation (Scotland) Act 2016 or as long as is necessary for the relevant activity.

Therefore, some information may be kept for more or less time depending on how long we reasonably feel it is required for.

We review our retention periods for personal data on a regular basis.

We want to keep in touch with anyone who has shown an interest in our services but will delete personal data after 50 years in line with the requirements of the Burial and Cremation (Scotland) Act 2016.

If you ask us to delete your information in accordance with your rights set out below, we will retain basic information in relation to cremation.

### **Who we might share your information with**

We may share your information with selected third parties including:

- When we use other companies to provide services on our behalf, for example, when using auditors or other professional advisors
- Suppliers and sub-contractors for the performance of any contract we enter into with them or you.

We may disclose your personal information to third parties:

- To comply with any court order or other legal obligation or when data is requested by our regulators or by government agencies or law enforcement agencies;
- To enforce or apply our terms of use and any other agreements;
- To protect the rights, property, or safety of us, our employees, or others. This may include exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction;
- For the purpose of the sale, transfer or amalgamation of some or all of our business or assets.

### **Your rights**

You have a number of rights. If you would like to exercise any of these rights, please contact us using the details set out below in the 'Contact Us' section. If you exercise any of these rights we may ask for proof of identity and sufficient information about your interactions with us so that we can locate your personal information. If we agree that we are obliged to provide personal information to you (or someone else on your behalf), we will provide it to you or them free of charge except in exceptional circumstances.

You also have the right to lodge a complaint with the data protection regulator, the Information Commissioner's Office, if you have concerns about how we use your personal information. You can contact the Information Commissioner's Office at: <https://ico.org.uk/global/contact-us/>.

Your rights include:

- transparency over how we use your data and to make a subject access request for the personal data we hold about you (right of access);
- a right to have your personal data updated and corrected (right of correction/rectification);
- a right to ask us to delete your information (right to be forgotten);
- a right to ask us to stop processing your information (right to restriction);
- a right to object to (i) processing based on our legitimate interests; (ii) processing of your information for direct marketing purposes; and (iii) automated decision making and profiling (right to object);
- a right to receive a copy of your information, or have this sent to a third party (right to data portability); and
- a right to claim compensation for material or non-material damage caused if we breach the data protection rules (right to compensation).

If you would like to find out more about your rights, you can visit the Information Commissioner's Office website (<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr>).

### **How you can access and update your information**

We strive to maintain accurate, complete, and relevant personal information for the purposes identified in this privacy statement. If any of the personal information we hold about you is inaccurate or out of date, you may ask us to correct it. It is important that the personal information we hold about you is accurate and current.

### **Security precautions in place to protect against the loss, misuse or alteration of your information**

We have implemented reasonable measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration and disclosure. Details of these measures can be obtained on request.

Third parties will only process your personal information on our instructions and where they have agreed to treat the information confidentially and to keep it secure.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

Our security measures are regularly reviewed.

### **Contact Us**

If you have any questions regarding this policy or about our privacy practices, wish to exercise any of your rights or wish to make a complaint, please contact Aileen Stirling at:

Edinburgh Crematorium Limited  
The Lodge  
Seafield Cemetery  
Seafield Place  
Edinburgh  
EH6 7QP  
E-mail: [Papers@edinburghcrematorium.com](mailto:Papers@edinburghcrematorium.com)