PRIVACY NOTICE

Deborah Mitchell Independent Funeral Services Ltd
Last updated: October 2026

1. Who we are

Deborah Mitchell Independent Funeral Services Ltd provides funeral and related services.

We are the **Data Controller** for the personal information we collect and use about you and other living individuals in connection with our services.
You can contact us about the use of your personal information:

By post:
Deborah Mitchell Independent Funeral Services Ltd
41 Station Road
Washington
NE38 8LY
By telephone: 0191 7221263
By email: info@dmfuneralservices.co.uk

We are registered with the Information Commissioner's Office (ICO), registration number **ZB654751**.

2. Who this privacy notice applies to

This privacy notice explains how we collect, use, share and protect personal information about living individuals who interact with us.
This may include:

- the person arranging a funeral;
- family members and next of kin;
- beneficiaries and representatives;
- people attending or participating in funeral arrangements;
- people making donations or arranging floral tributes;
- clergy, celebrants and other individuals involved in a funeral; and
- anyone else who contacts or deals with us.

We also hold information about deceased individuals in order to arrange and provide funeral services.
Information relating solely to someone who has died is not personal data for the purposes of UK data protection law. However, funeral records may also contain information about identifiable living people. Where they do, we treat that personal information in accordance with this privacy notice and applicable data protection law.

3. Personal information we collect

The personal information we collect will depend upon your relationship with us and the services being provided.
It may include:

Contact and identification information

- name;
- address;
- telephone number;
- email address; and
- relationship to the deceased.

Financial information

- payment and billing information;
- bank or payment details where necessary;
- insurance information;
- funeral plan or pre-payment information; and
- payment information relating to services such as funeral wishes.

Where payments are processed through a third-party payment provider, such as **Stripe**, the payment provider may process your payment information in accordance with its own privacy arrangements.

Funeral and service information

This may include information about:

- funeral arrangements and preferences;
- floral tributes;
- charitable donations;
- funeral attendees and participants;
- death notices, obituaries and memorials;
- photographs and videos; and
- other information necessary to carry out the funeral arrangements.

Some information connected with funeral arrangements may reveal sensitive information about a living individual, such as their religious or philosophical beliefs or health information. Data protection law describes this as **special category personal data** and provides additional protection for it.

We only collect personal information that we reasonably need for the purposes for which it is being used.

4. Information about the deceased

To provide our services, we will also need information about the person who has died.

This may include their:

- full name;
- address;
- date of birth and date of death;
- occupation;
- cause and circumstances of death where relevant;
- medical information where required;
- religious, cultural or funeral preferences;
- family information;
- photographs;
- funeral wishes; and
- other information necessary to arrange and conduct the funeral.

Although information relating solely to a deceased person is not personal data under UK data protection law, we recognise its sensitive and confidential nature and handle it carefully and respectfully.

Where records concerning a deceased person also contain personal information about living individuals, the personal information relating to those living individuals remains protected by data protection law.

5. Where we obtain personal information
We may obtain personal information directly from you when you contact us, make funeral arrangements, discuss funeral wishes or use one of our related services.
We may also receive information from other people or organisations where this is necessary to provide our services.
Depending upon the circumstances, these may include:

- family members or representatives;
- hospitals, hospices and care homes;
- medical professionals;
- coroners and medical examiners;
- registrars and other public authorities;
- funeral plan providers and insurers;
- solicitors or probate practitioners;
- estate planners;
- crematoria and cemeteries;
- clergy and celebrants; and
- other organisations or individuals involved in funeral arrangements.

Where someone provides us with personal information about another living person, we will handle that information in accordance with applicable data protection requirements.

6. Why we use personal information and our lawful bases
Data protection law requires us to have a lawful basis for using personal information.
Depending upon the circumstances, we may use your information for the following purposes.

Providing our services and fulfilling our contract with you
We use personal information where necessary to arrange, manage and provide the funeral and related services you have requested.
This may include helping you record or arrange funeral wishes and referring you to relevant related services where you have asked us to do so.
Our lawful basis is normally that the processing is necessary to enter into or perform our contract with you.

Meeting our legal and regulatory obligations
We may process personal information where necessary to comply with legal, taxation, accounting or regulatory requirements and to cooperate with appropriate public authorities.
Our lawful basis is compliance with a legal obligation.

Running and administering our business
We may use personal information to maintain appropriate business records, manage our services, respond to enquiries and complaints, maintain service standards, protect our business and the people who use our services, and manage our relationships with suppliers and professional advisers.
Where appropriate, we rely upon our **legitimate interests** in operating and administering a professional funeral service.
When relying upon legitimate interests, we consider the necessity of the processing and balance our interests against the rights and interests of the individuals concerned.

Referrals to related professional services
Where appropriate, and particularly where you ask us to do so, we may introduce or refer you to another professional or service provider, for example an estate planner or a professional providing wills or probate-related services.
We will only share personal information reasonably necessary for the referral and will explain where information is being passed to another organisation.
Depending upon the circumstances, we may rely upon your consent, the steps necessary at your request before entering into a contract, or our legitimate interests.
The organisation receiving the referral will normally be responsible for explaining how it uses your personal information once you deal directly with it.

Consent
There may be circumstances where we ask for your consent before using your personal information, particularly where the use is optional.
Where we rely upon consent, you may withdraw it at any time by contacting us.
Withdrawing consent does not affect the lawfulness of anything we have already done based upon your consent.

7. Special category personal information
Information received as part of funeral arrangements may sometimes include or reveal sensitive information about a living person.
This may include information concerning:

- health;
- religious or philosophical beliefs; or
- other information treated as special category personal data under data protection law.

Where we process this type of information, we will only do so where we have both an appropriate lawful basis and an additional condition allowing us to process special category personal information under data protection law.
We will only collect and use this information where it is necessary and appropriate for the relevant purpose.

8. Who we share information with
We do not sell or rent your personal information.
Where necessary for the provision of our services, administration of our business, a referral requested by you or compliance with legal requirements, we may share relevant information with organisations and individuals including:

- registrars;
- coroners and medical examiners;
- crematoria and cemeteries;
- hospitals, hospices or other healthcare organisations where appropriate;
- clergy and celebrants;
- funeral plan providers and insurers;
- solicitors and probate practitioners;
- estate planners and providers of related professional services where a referral has been requested or agreed;
- florists and other suppliers involved in funeral arrangements;
- newspapers, publishers and online memorial providers where publication has been requested;
- accountants, legal advisers and other professional advisers;
- government departments, regulators, law enforcement agencies or other public authorities where legally required or appropriate;
- IT, email and communications providers;
- website and hosting providers;
- software and data-storage providers; and
- payment service providers, including **Stripe**, where applicable.

Where another organisation processes personal information on our behalf, we require appropriate arrangements to be in place to protect that information.
Some organisations to which we refer you may act as separate Data Controllers. Where this is the case, they are responsible for explaining how they use your personal information.
We only disclose the information reasonably necessary for the relevant purpose.

9. International transfers
Some organisations providing technology, payment, communications, website, software, hosting or other services to us may store or process personal information outside the United Kingdom.
Where personal information is transferred internationally, we will take appropriate steps to ensure that the transfer complies with UK data protection law and that appropriate safeguards are in place where required.
These safeguards may include transfers to countries recognised as providing adequate protection or the use of approved contractual safeguards.
You can contact us if you would like further information about safeguards applying to international transfers of your personal information.

10. Marketing and information about our services
We may occasionally wish to keep you informed about our services or other relevant services which may be of interest to you.
We will not sell your personal information to other organisations for marketing.
Where we send optional marketing communications electronically, we will only do so where permitted by UK data protection and electronic marketing law.
Where consent is required, we will ask for it.
You can ask us to stop sending marketing communications at any time by contacting us or by using any unsubscribe option provided in the communication.
We may retain limited information about your preference not to receive marketing so that we can respect that choice in the future.

11. How long we keep information
We only retain personal information for as long as it is reasonably necessary for the purposes for which it was collected, including meeting legal, accounting, taxation and business requirements.
As a general rule:

- **funeral and related service records will normally be retained for five years**; and
- **financial and accounting records will normally be retained for six years**.

There may be circumstances where information needs to be retained for a longer or shorter period, for example where it is relevant to an ongoing complaint, dispute, legal claim or regulatory requirement.
When deciding how long information should be retained, we also consider:

- why the information was collected;
- whether we continue to need it;
- applicable legal and regulatory requirements;
- accounting and taxation requirements;
- whether it may be required in connection with a complaint or legal claim; and
- the sensitivity of the information.

When information is no longer required, it will be securely deleted, destroyed or anonymised in accordance with our retention arrangements.

12. Your data protection rights

Your rights apply to personal information about you as a living individual.
Data protection law does not provide a general right of access to information solely about someone who has died.
Depending upon the circumstances and the lawful basis on which we use your information, you may have the right to:

- ask us for a copy of your personal information;
- ask us to correct inaccurate or incomplete personal information;
- ask us to delete your personal information in certain circumstances;
- ask us to restrict the way we use your personal information;
- object to certain uses of your personal information;
- receive certain information you have provided to us in a portable format where the right to data portability applies; and
- withdraw your consent where we rely upon consent.

You have the right to object at any time to the use of your personal information for direct marketing.
You may also have the right to object where we process your information on the basis of legitimate interests.
Not all data protection rights apply in every circumstance. If you make a request, we will explain if a particular right does not apply.
To exercise your rights, please contact us using the details in section 1.
We may need to confirm your identity before responding to a request.

13. Automated decision-making

We do not use personal information to make solely automated decisions about individuals that produce legal or similarly significant effects.
If this changes, we will update our privacy information and provide any additional information required by law.

14. Security and confidentiality

We take the confidentiality and security of the information entrusted to us seriously.
We use appropriate organisational and technical measures designed to protect personal information against accidental or unlawful loss, alteration, disclosure, destruction or unauthorised access.
Access to personal information is limited to staff, contractors, professional advisers and service providers who have an appropriate reason to access it.
People working for or on behalf of us are expected to maintain appropriate confidentiality.

15. If you do not provide information we need

Some information is necessary for us to arrange and provide funeral services, provide related services, comply with legal requirements or administer our contract with you.
If we need particular information for one of these purposes and it is not provided, we may be unable to provide some or all of the requested services.
We will explain where particular information is required and why.

16. Complaints
If you have concerns about the way we use your personal information, we encourage you to contact us first so that we have an opportunity to address your concerns.
You also have the right to make a complaint to the **Information Commissioner's Office (ICO)**, the UK's independent regulator for data protection.
Information about raising a data protection complaint is available from the Information Commissioner's Office at **www.ico.org.uk**.

17. Changes to this privacy notice
We keep this privacy notice under review and may update it when our services, systems, suppliers, business activities or legal obligations change.
The latest version will be made available on our website.
Last reviewed: October 2026