

PRIVACY NOTICE & POLICY

For: Deborah Mitchell Independent Funeral Services Ltd

Last updated: 03/08/2026

1. Who we are

We are Deborah Mitchell Independent Funeral Services Ltd of 41 Station Road, Washington NE38 8LY. We are the Data Controller for all personal information we hold.

If you have any questions about how we use your data, you can contact us:

- By post: 41 Station Road, Washington NE38 8LY
 - By phone: 0191 7221263
 - By email: info@dmfuneralservices.co.uk
 - We are registered with the Information Commissioner's Office (ICO): Registration number ZB654751
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2. What information we collect

We collect and process personal information about you, and information about the deceased loved one, to provide our funeral services.

This includes:

Table

Category	Details we may collect
Personal details	Full name, address, phone number, email address, relationship to the deceased
Deceased loved one's details	Full name, date of birth, date of death, address, next of kin, cause of death, medical information, religious or cultural beliefs, occupation, family details

Financial details

Payment information,
billing address, bank details, insurance or
pre-payment plan information

Other relevant information

Floral tributes, charitable donations, service
preferences, details for death notices or
obituaries, photographs or videos

We only ever collect information that is necessary to carry out your instructions and comply with legal and professional rules.

3. Why we use your information

We process your data only for the following lawful reasons:

- To perform our contract with you: To arrange, conduct and manage the funeral service and all related arrangements
 - To comply with legal obligations: To satisfy requirements from the Registrar of Births, Deaths and Marriages, coroners, crematoria, cemeteries, probate authorities and other public bodies
 - With your explicit consent: Where you agree to us sharing details for obituaries, notices, memorials, or keeping you informed of related services — you may withdraw this consent at any time
 - For legitimate interests: To maintain accurate business records, improve our service quality, and ensure we meet our professional standards — always balanced against your privacy rights
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4. Who we share your information with

We never sell, rent or trade your personal information to third parties for marketing purposes. We only share information where strictly necessary:

- Registrars, coroners, medical examiners
- Crematoria, cemeteries, clergy or celebrants
- Solicitors, probate practitioners or insurers

- Newspapers or online memorial platforms — only with your written or verbal consent
 - Our professional advisers (accountants, compliance officers)
 - Any other party you have explicitly agreed to, or where we are legally required to disclose information
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5. How long we keep your information

We do not keep personal data for longer than necessary:

- Funeral service records: Kept for a minimum of 5 years in line with industry best practice and legal requirements
 - Financial records: Kept for 7 years as required by tax and accounting rules
 - Marketing preferences: Kept until you ask us to remove you
 - Records no longer required: Securely and confidentially destroyed or deleted in line with our retention policy
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6. Your rights

Under UK GDPR and the Data Protection Act 2018 you have the right to:

- Request a copy of all personal information we hold about you or the deceased
 - Ask us to correct any inaccurate or incomplete information
 - Ask us to erase information where there is no legal or professional reason for us to keep it
 - Restrict how we use your information
 - Object to processing based on legitimate interests or marketing
 - Withdraw any consent you have given at any time — this does not affect processing already carried out
 - Lodge a complaint with the Information Commissioner's Office (ICO) if you are unhappy with how we handle your data: ico.org.uk/concerns
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7. Security & confidentiality

We take your privacy extremely seriously. All information is held securely, in line with data protection law and our professional codes of practice (including those of the

National Association of Funeral Directors or Society of Allied and Independent Funeral Directors where applicable). Access is restricted to authorised staff only, and all staff are bound by strict confidentiality agreements.

8. Changes to this policy

We may update this notice from time to time to reflect changes in law or our services. The latest version will always be available on our website and provided to you on request.
