

Atlantic Rest Natural Burial - Privacy Policy.

At Atlantic Rest Natural Burial we consider the privacy of our customers and the control of their data to be extremely important.

This document sets out how we control data, what we collect it for and what it is used for. This document covers all products and services offered by Atlantic Rest Natural Burial.

Personal Data:

- **Pre-purchase - single or double:**

When you choose to purchase a burial plot with us, it is necessary for us to collect and store information about yourselves in order to provide that service to you.

We collect information at this point including: name, address, date of birth, telephone numbers and email addresses. We also ask for details of next of kin including their name, address, telephone number and the relationship to yourself. Please ensure that your next of kin is aware that you are supplying us with their details.

- **Burial only:**

When you choose to bury your loved one with us we ask for data about the deceased (the data protection laws do not apply to the dead - however all information is treated in the same manner). We then ask for your name, address and contact numbers.

- **Burial and pre-purchase:**

Both situations above will apply.

Our contact:

When we communicate with you it is either via email, post, telephone, or facebook through our business page. Primarily we try to communicate via email to be more environmentally friendly. This is not always possible so we also use post or telephone.

You are able to choose the method in which we communicate with you.

Why do we retain personal data?

It is necessary to keep your personal data in order to facilitate the service to you. If you pre-purchase plots we need to keep your details to fulfil your right of burial when you eventually need it.

How do we process the information?

We use the information collected initially to provide the service that you need. Data is entered on the burial maps for your retention. Data is also entered into the right of burial certificates for yours and our retention.

After the initial purpose above has been carried out, your data remains on file until needed.

We write a newsletter twice year to keep all 'Friends of Penlow' (this includes next of kins of people buried with us and anyone who has pre-purchased plots) informed of what has happened throughout the year and of anything new that is going to happen.

If we have a promotional event linked to the burial site we will also communicate this to you.

We may also need to enforce site rules and of course need to comply with obligations under applicable laws and regulations.

How we protect your information:

Your data is stored both on paper hard copy under lock and key in a fire proof filing cabinet at our correspondence address. There is also a digital copy of your data which is stored in the iCloud. This is only accessible with passwords that are also stored under lock and key. iCloud is a company based in the USA.

For accounting purposes your data is stored online with Sage Business Cloud. Their website and some of their applications or services or parts of them may also be hosted in the United States or otherwise outside of the EEA (which means all the EU countries plus Norway, Iceland and Liechtenstein) ("EEA") and this means that we may transfer any information which is submitted by you through the website or the application or service outside the EEA to the United States or to other territories outside of the EEA.

We do not sell, trade or rent customers personal identification information to others.

We may share information about you with other parties for business purposes such as when liaising with a funeral director or celebrant when organising a burial.

Changes to this privacy policy:

Atlantic Rest Natural Burial has the discretion to update this privacy policy at any time. It will be available online and we encourage people to check it regularly. We will review this policy periodically.

Get in touch with us:

If you have any questions about the privacy policy please do not hesitate to get in contact with Sheridan on 01288 381 836 or 07775 726 907 or by email sheridon@atlantic-rest.co.uk