

## Mulberry Funeral Directors Privacy Policy

Mulberry Funeral Directors ensures that your privacy is protected in accordance with the new General Data Protection Regulations dated May 2018.

### Data Collection

You can visit our website anonymously, meaning without informing us who you are. However, if you give us any personal information about yourself (such as your name, address, telephone number and email address) to get more information, or for us to contact you, we promise to treat it securely. We take the protection of your privacy very seriously. We do not sell or share your data at any time. We may send you e-mails but you can always opt out at any time.

### Cookies

Cookies are text files that are saved on the user's computer. We only use cookies to facilitate your use of our web pages. When you re-visit the website your device is able to communicate with the website and the website can read the information held in that cookie. You can turn off Cookies via your browser settings if you wish but this may affect your viewing experience of our website and many others.

### Collection and processing of personal data

We process personal data only for the purpose for which they are collected. We store and process personal data only if you have communicated this information to us on your own initiative, for example by completing a contact form or emailing Mulberry Funeral Directors. Personal data specified such as contact details in a form is only saved, processed and used for the purpose for which you specified. We may use your personal data for communications and marketing directly to you.

### How do we look after personal data?

We limit the amount of personal data collected only to what is fit for the purpose. We restrict, secure and control all of our information assets against unauthorised access, whether physical or electronic. We retain personal data only for as long as required to respond to your requests, longer if required by law, or until your consent has been withdrawn. If we retain your personal data for historical or statistical purposes we ensure that the personal data cannot be used further.

### How can you access your personal data?

You have the right to request access to any of your personal data we may hold. If any of that information is incorrect, you may request that we correct it. If we are improperly using your information, you may request that we stop using it or even delete it completely. If you would like to make a request to see what personal data of yours we might hold, you may email us at [info@mulberryfuneraldirectors.co.uk](mailto:info@mulberryfuneraldirectors.co.uk) or call us on 01895 448718. Our aim is to respond to a request promptly and within the legally required limit of 30 days.

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