



UNIQUE FUNERALS

Privacy Policy

Who we are?

We are Unique Funerals Limited (“us “, “we “, “our”). We provide funeral related services throughout the United Kingdom as well as a worldwide repatriation service.

Our company number is 10547218 and our registered office address is 11A Memorial Road Walkden Manchester M28 3AQ

Financial Conduct Authority as an Introducer Appointed Representative (IAR). Our Firm Registration Number is: 839212 and can be checked on the Financial Conduct Authority’s website

<https://register.fca.org.uk>

Information Commissioner’s Office and our registration reference is ZA314552 and can be checked on the Information Commissioner’s Office website

<https://ico.org.uk/ESDWebPages/Entry/ZA314552>

For the purposes of applicable Data Protection and Privacy Laws, we are considered the “Data Controller” in respect of the Personal Data that we collect, use, and manage in accordance with this Privacy Policy (“Policy”).

This Policy concerns itself primarily with explaining the Personal Data processing which is associated with the provision of funeral services at the time of need. It explains what Personal Data we collect, how we may use and manage it and the rights you have in relation to your Personal Data.

Protecting your rights and interests

Personal Data is information which relates to an identified or identifiable living individual. Protecting your data and operating in line with the UK’s data protection standards, is very important to us.

Our website may contain links to other organisations or other service provider websites. These third-party sites are not subject to this Policy, and we recommend that you check the privacy and security policies of each website that you visit. We are only responsible for the privacy and security of the

data that we collect, and we have no control over the actions of these third parties' sites in relation to your data.

The Personal Data we collect

References in this policy to “you” or “your” are references to individuals whose Personal Data we may collect and process. We will collect and process your Personal Data in different ways, which will depend upon the relationship we have with you, and how we obtained your Personal Data and how you interact with the products and services we offer.

We collect Personal Data from a range of individuals in the context of our business activities, such as:

- Customers (people who are interested in purchasing, or who do purchase, our funeral-related services).
- suppliers, contractors, and other business contacts.
- users of our websites.
- individuals who contact us by any means.
- our employees and those who are working with us on our behalf.
- our job applicants.

How we collect your Personal Data

We obtain Personal Data when you knowingly and voluntarily disclose this to us, both in an online and offline context. We collect Personal Data when you:

- visit our website and / or complete one of our web forms (for example, to contact us).
- contact our funeral chapel (for example, to arrange a funeral or funeral pre-payment plan).
- visit one of our premises.
- make an enquiry to us.
- communicate with us via social media websites, third party apps or similar technologies.
- visiting us at our trade stand at an exhibition or local community event.
- provide us with feedback of our services (for example, by responding to a feedback request).

Where you provide us with Personal Data about someone other than yourself (for example, a next of kin or family member on whose behalf you are arranging a funeral), you must obtain their freely given, informed consent before doing so.

What Personal Data we collect

We may collect a range of Personal Data from you, such as your name, gender, email address, home address and other contact details including phone and/or mobile phone details, details of your employment or business and other interests, communications with you (including notes from arrangement meetings) and financial and payment information. We may also collect Personal Data that may reveal race or ethnic origin, religious or philosophical beliefs, but only where you choose to

give this to us and where this information you deem is necessary to give to us, to provide our services to you.

The purposes for which we process your Personal Data

- To contact you, in return, when you contact us. For example, if we miss a call from you.
- to get in touch with you when you provide us with personal information online as part of a purchase process.
- to provide you with information, products and services enquired about or ordered by you.
- to fulfil our obligations associated with any funeral plan where we have been nominated funeral director in the funeral plan.
- to notify you of any changes to the services we are providing you.
- to inform you of our community work or to provide you with information in relation to similar goods and services that may be of interest to you, where we have the appropriate permissions to do so. These could include local Christmas/memorial services, other community events that we may arrange, or other relevant products.
- to support us with market research, where we have the appropriate permissions to do so.
- to communicate with you and third-party contacts.
- to manage and build community relations.
- to administer our websites and help improve our products and services.
- to send you client satisfaction surveys to receive feedback on the services we provide to you.
- to carry out analytics in relation to the use of our websites.
- to comply with applicable laws and regulations.

other business-related purposes, including negotiating, concluding, and performing contracts, managing accounts and records, supporting corporate social responsibility activities, legal, regulatory, and internal investigations, and debt administration.

The legal basis for Unique Funerals processing your Personal Data

To comply with applicable data privacy laws, we are required to set out the legal basis for the processing of your Personal Data. In accordance with the purposes for which we collect and use your Personal Data, as set out above, the legal basis for our processing of your Personal Data will typically be one of the following:

- the performance of a contract that we have in place with you or other individuals.
- our legitimate business interests.
- compliance with our legal or regulatory obligations; or
- your consent.

Who we share your Personal Data with:

Unique Funerals Team

We may share your Personal Data with people within our company who have a “need to know” that data for business or legal reasons, for example, to carry out an administrative function such as processing an invoice, or to direct a query that you have submitted to the relevant provider.

Outside Funeral Partners

We may disclose your Personal Data to third parties including suppliers, funeral plan providers who administer and support pre-need funeral plans, IT service providers and third parties engaged by Unique Funerals for the purpose of providing services requested by you, for example, out of hours contact centres, ministers, civil celebrants, florists, online memorial providers, crematoria, burial service providers, providers who assist us in generating reviews of our products and services, to protect any intellectual property rights in any materials displayed on or otherwise available from Unique Funerals websites, for the purposes of seeking legal or other professional advice, to respond to a legal request or comply with a legal obligation or to comply with any other legal obligation, and to enforce Unique Funerals websites Terms and Conditions of Use.

Providers who support us in generating reviews

We may provide certain Personal Data to our online software survey provider FireHawk CRM to send you our client satisfaction survey after you have arranged a funeral. FireHawk CRM only processes data to the extent necessary to provide the software and review services, and it does not disclose any Data to third parties. FireHawk CRM are contractually bound to safeguard all Data. If you choose to complete the survey your responses will only be shared with Unique Funerals to improve our services. However, in the survey, you may be asked if you are willing to share your review on our social pages and online. If you choose to submit such information to us, the information that you submit will be available generally to the public. Information that you provide in these areas may be read, collected, and used by others who access them. On the survey, and as part of wider requests for feedback, you may also have an option to post a review to our Google My Business page from your Google account, which will be available generally to the public. Information that you provide in these areas may be read, collected, and used by others who access them.

MuchLoved

MuchLoved is the provider of our online donation and tribute platform. MuchLoved allow you to create an online notice about the funeral, as well as create an online tribute for your loved one. The MuchLoved platform also allows you and others to make donations to a charity partner via their site. These additional services provided by MuchLoved are optional and, if you choose to take advantage of these services, MuchLoved’s privacy policies will apply to any data you provide.

Please be aware that your data will be processed in accordance with MuchLoved’s own privacy practices, and the information you provide to MuchLoved may be visible on MuchLoved and other review platforms which may link to the MuchLoved database.

You can view MuchLoved's privacy practices here <https://www.muchloved.com/gateway/privacy-policy/>.

Funeral Safe

Unique Funerals is an introducer appointed representative of Funeral Safe who provide simple, accessible, and affordable finance covering funeral costs. Please be aware that your data will be processed in accordance with Funeral Safe own privacy practices, and the information you provide to Funeral Safe may be visible on Funeral Safe and other review platforms which may link to the Funeral Safe database.

You can view Funeral Safe privacy practices here https://funeralsafe.co.uk/privacy_policy

Funeral Plans

When purchasing a funeral plan, certain Personal data may be provided to or disclosed by us to the funeral plan provider. This will happen if we are the nominated funeral director listed in the funeral plan or introduce you to one of our funeral plan providers. Unique Funerals are an introducer appointed representative (IAR) of Open Pre-Paid Funeral Plans and Serene Funeral Planning. An IAR is a non-FCA (Financial Conduct Authority) authorised firm that has been appointed by an FCA authorised firm to perform limited regulated activity.

You should therefore familiarise yourself with the privacy practices of your funeral plan provider, prior to providing any Personal Data to the funeral plan provider.

When we administer and provide funeral services associated with funeral plans, we and your funeral plan provider may be Joint Controllers of your Personal Data. Accordingly, we and your funeral plan provider may be both required to share and process your data amongst each other, to provide the services stipulated in the plan, and to administer and manage payments for products or services which may or may not be listed in the funeral plan.

Transfer of Businesses and Insolvency

We may disclose your Personal Data to third parties if we sell, buy, liquidate, or merge any business or assets, including to the prospective seller or buyer or liquidator of such business or assets. If a change happens to our business, the new owners may, or may not, use your Personal Data in the same way as set out in this privacy notice and updated privacy practices may apply.

Repatriation

Finally, we work with partners and use service providers based around the world. As a result, your Personal Data may be processed in countries outside of the UK and European Economic Area ("EEA"). If we transfer Personal Data outside the UK or EEA we will, as required by applicable law, ensure that your data protection rights are adequately protected by appropriate safeguards. Please contact us if you would like more information about these safeguards.

Data associated with deceased persons

Whilst data associated with deceased persons is not covered by UK data protection law, we nevertheless take appropriate steps to safeguard deceased data in our care. We also work closely with third parties to share deceased people's data, in order prevent such things as identity fraud, following a deceased person's death.

Recruitment

When you apply for a job via our websites or otherwise, we will collect additional more specific Personal Data about you, such as your qualifications, career history, third party references and interview notes. We may also ask you for other information, for example your interests and the types of jobs you are interested in. Any Personal Data you provide to us in relation to a job vacancy will be processed in accordance with our Recruitment Policy.

Security

We take all reasonable technical and organisational security measures to protect Personal Data from accidental or unlawful destruction, accidental loss and unauthorised access, destruction, misuse, modification, or disclosure. In addition, we limit access to your Personal Data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your Personal Data on our instructions.

Records Retention

Your Personal Data is not kept for longer than is necessary for the purposes for which it is collected. This means that data and records (including Personal Data) are destroyed or erased from our systems when no longer required. The amount of time that records are kept for varies depending upon the type of Personal Data they contain.

There may be occasions where we hold your data for longer than our typical retention period. This may be because you might bring a claim against us or have brought a complaint or a claim against us, or because there is a wider legal or regulatory obligation to do so.

You have several rights in respect of your Personal Data:

- The right to be informed about the processing of your data (typically, we do this through this Privacy Policy)
- The right to have your personal data corrected if it is inaccurate and to have incomplete personal data completed
- The right to object to the processing of your data
- The right to restrict processing of your data
- The right to have your personal data erased (the 'right to be forgotten')
- The right to request access to your data

- The right to move, copy or transfer personal data ('data portability')
- The right for us to manually review any of our automated decision-making procedure, including profiling

If you wish to exercise any rights associated with your data, please submit your request to the Data Protection Compliance Officer who can be contacted via email at info@unique-funerals.co.uk or call 0161 703 9944.

We try to respond to all legitimate requests within one month from receipt of the request. Occasionally, it may take us longer than a month if your request is particularly complex or you have made several requests. If this is the case, we will notify you and keep you updated.

Rights associated with your data are not absolute rights and certain limitations may apply. We will work with you to understand any concerns you may have, and to explain what we can do to support you.

If you are receiving certain optional communications from us (such as marketing), whether by email, telephone, or post, you can "object" or "opt-out" or "withdraw" your consent at any time by contacting us.

Questions and complaints

If you have a concern or complaint about how we have used your Personal Data, as a first step, you should raise this in writing with us by contacting us at the following address, Unique Funerals Limited. 11A Memorial Road, Walkden. Manchester. M28 3AQ.

If you are not satisfied with the handling of your concern or complaint, you can escalate this to your national Data Protection Authority. In the United Kingdom, this is the Information Commissioner's Office <https://ico.org.uk/>

Changes to this Policy

We reserve the right to modify or amend this Policy at any time by posting the revised Policy on our websites. It is your responsibility to review the Policy every time you submit information to us or purchase a service.

Cookies

What are cookies

Our websites use cookies. A "cookie" is a small file of letters and numbers that is sent to your computer by a website and automatically saved on your computer by your web browser (for example, "Chrome"). Each time you request a page from the website, your web browser sends this cookie back to the website server.

Cookies allow us to recognise and count the number of visitors per page and to recognise and track which parts of our websites you visit when you are using our websites. This helps us to improve the way our website works, for example by making sure visitors are finding what they need easily.

We may also use the information collected from our use of cookies to estimate general usage patterns of our websites, optimise our websites, and for other research and marketing purposes. This is statistical information and does not identify any individual.

Social media features

Our websites may include social media features, such as sharing or following buttons. These features may collect your IP address, which page you are visiting on our sites, and may set a cookie to enable the feature to function properly.

Social media features are either hosted by a third party or hosted directly on our websites. This Policy does not apply to these features. Your interactions with these features are governed by the privacy practices and other policies of the companies providing them.

Policy Review 12/06/2025