

Privacy Policy

Please read this privacy policy carefully.

This privacy policy applies between you, the User of this Website and Rosemary Anne Absolom T/A Berkshire Memorial Care, the owner and provider of this Website. At Berkshire Memorial Care, we are committed to protecting your privacy and ensuring the security of your personal information at all times. This Privacy Policy outlines how we collect, use, disclose, and protect the information you provide to us. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

Last updated: 1st April, 2025

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of your information when you use the service and tells you about your privacy rights and how the law protects you.

We use your personal data to provide and improve our services. By using our services, you agree to the collection and use of information in accordance with this Privacy Policy.

Collecting and Using Your Personal Data

Types of Data Collected

Personal Data

While using our service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone numbers
- Full address
- Email address
- Usage Data
- First name and last name of deceased

And any other information you may voluntarily provide to us during consultations/enquiries.

Usage Data

Usage Data is collected automatically when using our website.

Usage Data may include information such as your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our service that you visit, the time

and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When you access the website by or through a mobile device, we may collect certain information automatically and without our knowledge, including, but not limited to, the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile internet browser you use, unique device identifiers and other diagnostic data.

We may also collect information that your browser sends whenever you visit our service or when you access the service by or through a mobile device.

Use of Your Personal Data

We may share Your personal information with service providers to monitor and analyze the use of our Service, to contact you. We use the collected information to provide and improve our services, respond to your inquiries, process payments, and communicate with you. We may also use your information to send relevant updates to our services or even promotions. If you chose to opt out you may do so.

Retention of Your Personal Data

Berkshire Memorial Care will retain your personal data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your personal data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies. We do not sell, rent, or trade your personal information to third parties for their marketing purposes. However, we may share your information with trusted service providers and suppliers who assist us in delivering our services.

Security of Your Personal Data

The security of your personal data is important to us, but remember that no method of transmission over the internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal data, we cannot guarantee its absolute security.

Delete Your Personal Data

You have the right to delete or request that we assist in deleting the Personal Data that we have collected about you. Although this will mean that all of our service commitments with you will have ceased, if any.

Please note, however, that we may need to retain certain information when/ if we have a legal obligation or lawful basis to do so

Children's Privacy

Our Service does not address anyone under the age of 18. We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or

guardian and you are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from anyone under the age of 18 without verification of parental consent, we take urgent steps to remove that information from our servers and documents and would cease our services with that person.

Links to Other Websites

Our Service may contain links to other websites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. Our most up to date Privacy Policy will always be included on our website under the 'Legal' page.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy, you can contact Rosie on:

- By email: info@berkshirememorialcare.co.uk

By using the services of Berkshire Memorial Care or providing your personal information, you acknowledge that you have read, understood, and consent to the practices outlined in this Privacy Policy.