

Privacy Policy

PLEASE READ

North Valley Cremation & Funeral Services

Effective Date: July 10, 2025

North Valley Cremation & Funeral Services ("we," "our," or "us") is committed to respecting and protecting the privacy of the families we serve. This Privacy Policy outlines how we collect, use, store, and safeguard personal information in accordance with applicable California laws and funeral industry standards.

1. Information We Collect

We may collect the following information solely for the purpose of providing funeral, cremation, and after-care services:

- Legal Next of Kin identification (photo ID, proof of relationship)
- Vital statistics and documentation of the decedent
- Contact and payment information
- Documents required for regulatory compliance (e.g. death certificate applications, cremation authorizations)

2. How We Use and Protect Your Information

- All personal and decedent information is used only to carry out funeral, cremation, and after-care services, or to comply with local, state, and federal laws.
- Once a case is closed, photo identification of the legal next of kin is permanently deleted from our system.
- All sensitive information is stored in a locked safe on-site, accessible only to the funeral home manager.
- Digitally stored information is protected by password-secured case management systems and restricted to authorized personnel.

3. We Do Not Sell or Share Your Data

- We do not sell, rent, or share personal information to third parties for marketing or profit.
- Any sharing of information (e.g. with health departments, insurance providers, or financial institutions) is strictly limited to fulfilling legal or service-related obligations.

4. Data Breach Notification & Response

If we become aware of or suspect a data breach involving your personal information, we will:

1. Notify all affected parties within 24 hours of identifying the potential breach.
2. Launch an internal investigation to determine the scope and nature of the breach.
3. Secure all access points, revoke any compromised credentials, and implement safeguards to prevent recurrence.
4. If a breach is confirmed, we will:
 - Notify the California Attorney General, if required by law.
 - Provide written notice to affected individuals.
 - Offer remedial services (e.g., credit monitoring) if sensitive financial information is involved.
 - File any necessary regulatory incident reports with relevant funeral or consumer agencies.

5. After-Care Services Disclaimer

We provide complimentary access to after-care support tools that guide families through estate and account closure processes, including:

- Bank and credit union notifications
- Location of life insurance policies
- Government benefit assistance
- Executor and survivor checklists

These tools are offered as a courtesy resource only. We do not charge families for access, nor do we profit in any way from their use. If you would like assistance unlocking these services, please contact us and we will be happy to help.

6. Contact Us

If you have any questions about this Privacy Policy, your data, or need assistance with after-care support, please contact:

North Valley Cremation & Funeral Services
661-339-9676

- At no time do North Valley Cremation & Funeral Services or any of our staff have access to your financial information, including banking details, debit or credit card numbers, or online account credentials. We do not collect, store, or transmit financial information on your behalf.

We are a family owned business and live and raise our family in Santa Clarita. Please note our facility is not open to the public. Our office hours are 10am to 3pm. If for any reason you need to visit us, please call ahead to ensure someone is there and available to assist you. As

we are a small company, please be patient with us as we continue to support our families one at a time, with immediate needs taken care of promptly. .

The care and dignity of your loved one and the open and honest communication between us, is most important. Please know if at any time you need us to adjust our care of your family please let us know. We are here to help support you during this time and if you feel overlooked or unheard, please tell us. This will ensure your experience is as stress free and smooth as possible. We have all lost loved ones and understand how important that the funeral provider you work with needs to be the right fit for your family. The last thing we want is for this to be an unpleasant experience. If you feel at anytime we are not the correct match, we will work with you to find the appropriate match.

Clicking the button will mean you agree and understand all terms above.

We are so grateful to be able to serve your family. Please let us know how we can make this as smooth as possible.

Sincerely

Elyse & Ricky

And the rest of our team !