

## G Brownless & Son, Funeral Directors

Green Close, Park Terrace,  
Barnard Castle, Co. Durham. DL12 8NN

Telephone 01833 638655

[www.gbrownlessandson.co.uk](http://www.gbrownlessandson.co.uk)

email. enquiries@gbrownlessandson.co.uk



### \*GDPR Privacy Policy

*\*A Definition of **GDPR (General Data Protection Regulation)** The **General Data Protection Regulation (GDPR)**, agreed upon by the European Parliament and Council in April 2016, will replace the Data Protection Directive 95/46/ec in Spring 2018 as the primary law regulating how companies protect EU citizens' personal data.*

#### **Who are we?**

We are a father and son, family funeral business, we arrange funerals according to individual families wishes. Both Gordon and Mark Brownless are based in Barnard Castle, Co Durham.

At G Brownless & Son, we are committed to keeping our clients, information private and confidential. This privacy policy is intended to provide information, on when and why we collect personal information and how we use it.

#### **Data Processing Summary Statement (Fair Processing Notice)**

During making funeral arrangements with you, we would typically ask for the following information:

- Full name
- Full postal address
- Telephone number
- Email address
- Your relationship to the deceased

#### **Why do we need this personal data?**

The personal data we collect, will be used for the following purposes:

- To assist us in making the funeral arrangements and preparing the funeral account afterwards
- To enter onto relevant paperwork required either for cremation or burial, which would be signed by the person arranging the funeral.

- To make arrange appointments either at a family residence or other suitable place, including our own premises.
- To contact families, to inform them of the date and time of the funeral, or to ask questions regarding the arrangements.
- To keep a record, required for our billing and accountancy purposes.
- To assist us in contacting you, if there has been an extended time scale from the funeral service, to you arranging to collect cremated remains, personal belongs etc.

### **Who may we share this information with?**

We do not pass data onto third parties without firstly asking for your permission, but in order to assist in the arrangements of each funeral, it is likely that we will ask you if would like us to share your contact details with a clergy member, civil celebrant, a florist or caterer.

### **Google Analytics**

When someone visits our website at [www.gbrownlessandson.co.uk](http://www.gbrownlessandson.co.uk) we do have access to a third party service, Google Analytics, which can collect standard internet log information and details of visitor behaviour patterns. We can access this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

### **How long do we keep your information?**

After the initial funeral arrangements and service have been carried out, we will then store any information collected, primarily contact details, but also some of the other information gathered during the arrangement stages of the funeral. Also information required for accountancy purposes, for a minimum of seven years, but possibly for a longer period of time, on computer equipment, with password protection.

### **Your rights**

Under GDPR, you have the right to access and amend any of your personal data that we hold

- Your Right of access - gives you the right to request a copy of any information we hold about you.
- Right of correction - gives you the right ask us to correct any data that we hold, which you think is inaccurate or incomplete.
- Right to be forgotten - you can ask for your personal data to be erased from our records (We may decline, if we are holding records required either legally, or for accounting purposes)

If you have any concerns about the information we hold, please feel free to email us using the following link, [enquiries@gbrownlessandson.co.uk](mailto:enquiries@gbrownlessandson.co.uk) or by writing to us at the address below:

We will review this data policy in May 2025

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