

## National Association of Funeral Directors – Privacy Policy

We at the NAFD understand that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone else who visits our websites, [www.nafd.org.uk](http://www.nafd.org.uk) and [www.nationalfuneralexhibition.co.uk](http://www.nationalfuneralexhibition.co.uk) (collectively our “Sites”) and will only collect and use personal data in ways that are described here, and in a manner that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of our Privacy Policy is deemed to occur upon your first use of each Site. If you do not accept and agree with this Privacy Policy, you must stop using the Site immediately.

### 1. Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

“**Cookie**” means a small text file placed on your computer or device by our Sites when you visit certain parts of them and/or when you use certain features of them. Details of the Cookies used by our Sites are set out in clause 11;

“**Personal data**” means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to us via our Sites. This definition shall, where applicable, incorporate the definitions provided in the UK General Data Protection Regulation and the Data Protection Act 2018 (collectively, the “Data Protection Legislation”); and

“**We/Us/Our**” means collectively the National Association of Funeral Directors, a company registered in England and Wales under company number 10885560, the NAFD Ltd, a company registered in England and Wales under company number 11674376, both of whose registered office addresses are at 618 Warwick Road, Solihull, England, B91 1AA, and NAFD Ventures Ltd, a company registered in England and Wales under company number 09981651, whose registered office address is C/O Gardiner Fosh Ltd, 31 St. Johns, Worcester, England, WR2 5AG.

### 2. What Does This Policy Cover?

- 2.1 This Privacy Policy applies to our use of all personal data we collect and process through our Sites.
- 2.2 Visitors to our Sites should note that they may contain links to other websites, such as social media links. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

### 3. Your Rights

- 3.1 As a data subject, you have the following rights under Data Protection Legislation, which this Policy and our use of personal data have been designed to uphold:
  - 3.1.1 The right to be informed about our collection and use of personal data;
  - 3.1.2 The right of access to the personal data we hold about you (see clause 10);
  - 3.1.3 The right to rectification if any personal data we hold about you is inaccurate or incomplete (please contact us using the details in clause 12);
  - 3.1.4 The right to be forgotten – i.e. the right to ask us to delete any personal data we hold about you (we only hold your personal data for a limited time, as explained in clause 4 but if you would like us to delete it sooner, please contact us using the details in clause 12);
  - 3.1.5 The right to restrict (i.e. prevent) the processing of your personal data;
  - 3.1.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
  - 3.1.7 The right to object to us using your personal data for particular purposes; and
  - 3.1.8 Rights with respect to automated decision making and profiling.
- 3.2 If you have any cause for complaint about our use of your personal data, please contact us using the details provided in clause 12 and we will do our best to solve the problem for you. If we are unable to help, you also have the right to lodge a complaint with the UK’s supervisory authority, the Information Commissioner’s Office.
- 3.3 For further information about your rights, please contact the Information Commissioner’s Office or your local Citizens’ Advice Bureau.

### 4. What Data Do We Collect and How Do We Use Your Data?

- 4.1 We may collect, use, store, and transfer different kinds of personal data which we have grouped together as follows:
  - 4.1.1 **Identity Data** includes first name, last name and title.
  - 4.1.2 **Contact Data** includes addresses, email addresses and telephone numbers.
  - 4.1.3 **Financial Data** includes details about payments to and from you, bank account, billing information and other details of services purchased from us.
  - 4.1.4 **Technical Data** includes internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access the Site.
  - 4.1.5 **Profile Data** includes your interests, preferences, feedback and survey responses.
  - 4.1.6 **Usage Data** includes information about how you use our Sites and our services.
  - 4.1.7 **Marketing and Communications Data** includes your preferences in receiving marketing from us and third parties, and your communication preferences.
- 4.2 All personal data is processed and stored securely, for no longer than is necessary or statutorily required in light of the reason(s) for which it was first collected. We will comply with our obligations and safeguard your rights under the applicable Data Protection Legislation at all times. For more details on security see clause 5, below.
- 4.3 Our use of your personal data will always have a lawful basis, either because it is necessary for our performance of a contract with you, because you have consented to our use of your personal data (e.g. by subscribing to emails), or because it is in our legitimate interests. Specifically, we may use your data for the following purposes:

Purpose/Activity	Type of Data	Lawful basis for processing	Personal Data Retention
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To enter into contract with you as a new or returning member	Identity Contact Financial	Performance of a contract with you	6 years from the date your membership terminates or expires
To provide other services (e.g. event bookings) under an agreed contract	Identity Contact Financial	Performance of a contract with you	6 years from the date our contract terminates or expires with you
To manage an ongoing relationship with you, which may include:  (a) Notifying you about changes to our terms or policies  (b) Asking you to leave a review or take a survey	Identity Contact Profile Marketing and Communications	(a) Performance of a contract with you  (b) Necessary to comply with a legal obligation  (c) Necessary for our legitimate interests (to keep our records updated and to study how members use our services)	6 years from the date our contract terminates or expires with you
To interact with prospective members	Identity Contact	Necessary for our legitimate interests (to define types of businesses that may be interested in membership, to keep our Sites updated and relevant, to develop our business and to inform our marketing strategy)	2 years from the date we received your Personal Data
To make suggestions and recommendations to you about services that may be of interest to you	Identity Contact Technical Profile Usage Marketing and Communications	Necessary for our legitimate interests (to develop our services and grow our business)	2 years from the date we received your Personal Data
To use data analytics to improve our website, services, marketing, member relationships and experiences	Technical Usage	Necessary for our legitimate interests (to define types of businesses that may be interested in membership, to keep our Sites updated and relevant, to develop our business and to inform our marketing strategy)	2 years from the date we received your Personal Data
To identify interest in and take bookings for our exhibitions and other events	Identity Contact Financial Marketing and Communications	(a) Performance of a contract with you  (b) Necessary to comply with a legal obligation  (c) Necessary for our legitimate interests (to keep our records updated and to study how members use our services)	6 years from the date our contract terminates or expires with you

- 4.4 Please be aware that if you provide us with, or allow us access to, the personal data of any other person, it is your responsibility to obtain permission from those persons to pass their data to us, as a third party. We will only use that data as set out above to provide our services and will not use it for any other purpose.
- 4.5 With your permission and/or where permitted by law, we may also use your data for marketing purposes which may include contacting you by email with information, news and offers on our services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that we fully protect your rights and comply with our obligations under the applicable Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003.
- 4.6 Third parties whose content appears on our Sites may use third party Cookies, as detailed below in clause 11. Please refer to clause 11 for more information on controlling Cookies. Please note that we do not control the activities of such third parties, nor the data

they collect and use and advise you to check the privacy policies of any such third parties.

- 4.7 You have the right to withdraw your consent to us using your personal data at any time, and to request that we delete it. Unless we have reasonable grounds to refuse to delete it (where this is permitted under the applicable Data Protection Legislation), we will do so without delay and within no longer than one month from receiving your request.
- 4.8 We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected.

## **5. How and Where Do We Store Your Data?**

- 5.1 We only keep your personal data for as long as we need to in order to use it as described above in clause 4, and/or for as long as we have your permission to keep it.
- 5.2 Your data will only be stored in the UK.
- 5.3 Data security is very important to us, and to protect your data we have taken suitable measures to safeguard and secure the personal data we collect.

## **6. Do We Share Your Data?**

- 6.1 We may sometimes contract with other third parties to supply services to you on our behalf, such as search engines, or third-party providers of technical, advisory, payment and other services. In some cases, these third parties may require access to some or all of your data. Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under the law.
- 6.2 We may compile statistics about the use of our Sites including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any anonymised data that can be combined with other data and used to identify you. We may from time to time share such data with third parties such as prospective investors, affiliates, partners and advertisers. Data will only be shared and used within the bounds of the law.
- 6.3 We may sometimes use third party data processors that are located outside of the UK. Where we transfer any personal data outside the UK, we will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the Data Protection Legislation.
- 6.4 In certain circumstances, we may be legally required to share certain data held by us, which may include your personal data, for example, where we are involved in legal proceedings, where we are complying with legal requirements, a court order or a governmental authority.

## **7. What Happens If Our Business Changes Hands?**

- 7.1 We may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of our business. Any personal data that you have provided will, where it is relevant to any part of our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use that data only for the same purposes for which it was originally collected by us.
- 7.2 In the event that any of your data is to be transferred in such a manner, you will not be contacted in advance.

## **8. How Can You Control Your Data?**

- 8.1 In addition to your rights under the Data Protection Legislation, set out in clause 3, when you submit personal data to us via email or via our Sites, you may be given options to restrict our use of your data. In particular, we aim to give you strong controls on our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from us which you may do by unsubscribing using the links provided in our emails and at the point of providing your details).
- 8.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service ("the TPS"), the Corporate Telephone Preference Service ("the CTPS"), and the Mailing Preference Service ("the MPS"). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

## **9. Your Right to Withhold Information**

- 9.1 You may access certain areas of our Sites without providing any data at all. However, to use all features and functions available on our Sites you may be required to submit or allow for the collection of certain data.
- 9.2 You may restrict our use of Cookies. You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

## **10. How Can You Access Your Data?**

You have the right to ask for a copy of any of your personal data held by us (where such data is held). Please contact us for more details using the contact details in clause 12.

## **11. Our Use of Cookies**

- 11.1 All Cookies used by and on our Sites are used in accordance with current Cookie law.
- 11.2 We may place and access the following first party and third-party Cookies on your computer or device, to facilitate and improve your experience of our Sites and to provide and improve our services:

Cookie Name	Category	Description & purpose	Expiry
Google. '_ga'	Analytics	Google Analytics uses a set of cookies to collect information and report site usage statistics without personally identifying individual visitors to Google. '_ga', the main cookie used by Google Analytics, enables a service to distinguish one visitor from another and lasts for 2 years.	2 years

- 11.3 First party Cookies are those placed directly by us and are used only by us. Third party Cookies are those placed by websites, services, and/or parties other than us. These Cookies are not integral to the functioning of our Sites and your use and experience of our Sites will not be impaired by refusing consent to them.
- 11.4 Before Cookies are placed on your computer or device, you will be shown a pop-up requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of our Sites may not function fully or as intended.
- 11.5 Certain features of our Sites depend on Cookies to function. Cookie Law deems these Cookies to be “strictly necessary”. These Cookies are also shown above. Your consent will not be sought to place these Cookies, but it is still important that you are aware of them. You may still block these Cookies by changing your internet browser’s settings as detailed in clause 9.2, but please be aware that our Sites may not work properly if you do so. We have taken care to ensure that your privacy is not at risk by allowing them.
- 11.6 Our Sites use Google Analytics. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling us to better understand how our Sites are used. This, in turn, enables us to improve our Sites and the services offered through it. You do not have to allow us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of our Sites, it does enable us to continually improve our Sites, making it a better and more useful experience for you. Google's privacy policy is available at: [www.google.com/policies/privacy](http://www.google.com/policies/privacy)
- 11.7 You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access our Sites more quickly and efficiently.
- 11.8 It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

## **12. Contacting Us**

If you have any questions about our Sites or this Privacy Policy, please contact us by email at [info@nafed.org.uk](mailto:info@nafed.org.uk) or by post at 618 Warwick Road, Solihull, England, B91 1AA. Please ensure that your query is clear, particularly if it is a request for information about the data we hold about you (as under clause 10, above).

## **13. Changes to Our Privacy Policy**

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on that Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of that Site following the alterations. We recommend that you check this page regularly to keep up to date.