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# Data Protection Policy

*In pursuance of the General Data Protection Regulation (GDPR) · Effective 25 May 2018*

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## **New Forest Direct Cremations Ltd**

Registered in England · Company No. 17156064

Email: [info@nfd-cremations.co.uk](mailto:info@nfd-cremations.co.uk)

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## **1. Introduction**

This is the Data Protection Policy of New Forest Direct Cremations Ltd, adopted in pursuance of the General Data Protection Regulation (GDPR) under EU law, which came into force on 25 May 2018. The Policy is published on the Company's website and a copy may be printed from there.

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## **2. Contact & Enquiries**

The Company has one trading location. Any correspondence relating to this Policy must be directed by email only to the address set out above. The Company's representative responsible for enquiries under this Policy is Mrs. Kirsten Rust.

Due to the low level of data processing undertaken by the Company, it does not consider it necessary to employ a qualified Data Protection Officer. Any enquiry must include the enquirer's email address and telephone number if a response is requested. No other form of liaison will be entered into or accepted as being made on behalf of the Company.

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## **3. Data Collection & Security**

In the proper conduct of its business, the Company collects personal data which is held both electronically and on paper. The Company's computer systems, including back-up facilities, are maintained by a specialist contractor and are deemed to be very secure. Paper records are retained in appropriate cabinets within locked offices.

In the unlikely event of a breach of the Company's data security that is likely to result in a risk to the rights and freedoms of individuals, the Company will notify the appropriate authorities and affected individuals without undue delay.



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#### 4. Data Sharing & Third Parties

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The Company does not share, sell, lend or otherwise transfer the data it gathers to any third party, except where it is required to do so by law or where it is necessary to do so in pursuance of a client's instructions. For example, it is necessary to provide a crematorium or a minister/celebrant with details about a deceased person and their family in the arrangement of a funeral. In such circumstances, data is provided with the direct or implied instruction of the Company's client.

#### 5. Data Retention

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The Company deems data collected in the proper pursuance of its work to be its own intellectual property and will retain that data without limit in time. The Company has many legal responsibilities that require the retention of data, sometimes indefinitely — for example, obligations to maintain a Burial Register and a Register of Cremations. The Company acknowledges its responsibility to keep all such data secure and not to make it available to third parties, save as set out above.

#### 6. Client Contact & Marketing

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The Company will not use the data it gathers to make unnecessary contact with its clients. It is usually the case that, soon after a funeral has been concluded, contact between the client and the Company draws towards a close. There may, however, remain a proper need to continue contact with the client — for instance, but not limited to, accounting for in-memorial donations, liaison in respect of cremated remains, advice in respect of post-funeral bereavement support, and memorials.

The Company will not use client data to contact clients or other third parties with marketing communications, unrelated matters, or attempts to sell products not associated with the original contract.

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*This policy is subject to periodic review. Last reviewed: April 2025.*