



Est. 1918

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**C. EDWARDS & SON**  
*(Funeral Services) Ltd.*

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FUNERAL PLANS FROM  
Golden Charter 

## **PRIVACY POLICY**

Our Privacy Policy sets out how C. Edwards & Son (Funeral Services) Ltd uses and protects any information that you provide. We do this to assist in the running of the business and/or to enable us to fulfil your requirements.

The company data we process may include, but may not be limited to, the following:-

- Personal data such as name, address, date of birth of who you are
- Personal data of your deceased relative or friend such as name, address, date of birth
- Information about your contact with us i.e, meetings, phone calls, emails, letters
- Contact details, landline and mobile telephone numbers, email addresses
- Financial information for customers who choose to pay by card (confidentially destroyed immediately after use)

The collection and use of this data will benefit us by:-

- We take your privacy seriously and we will only ever collect and use information, which is personal to you, where necessary. This information allowing us to fulfil the enquiry or funeral service.
- Where we share your data, we only do so with organisations or individuals i.e. crematoria, cemetery, ministers, celebrants, mortuary, coroners, donation recipients, nursing homes/hospices etc., who have a right to see it and who will use it fairly. We only want to hold as much personal information as we need to.

The collection of customer data could be in the form of:-

- Paper application forms
- Website enquiries

155 HIGH STREET, TALKE, STOKE-ON-TRENT, ST7 1QQ  
Telephone: (01782) 782842 | Email: [gail.cedwardsfuneraldirectors@gmail.com](mailto:gail.cedwardsfuneraldirectors@gmail.com)

Company Registered Number: 6511336



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The use of this data would benefit us by:-

- Providing and personalizing services
- Dealing with enquiries and requests
- Sending marketing information on products and/or services that we supply

How long we keep your information:-

- We will keep your personal information only where it is necessary to provide you with our services while you are a customer.
- We may also keep your information after this period but only where required to meet our legal or regulatory obligations. The length of time we keep your information for these purposes will vary depending on the obligations we need to meet.

Under the data protection legislation you have the right to:-

- Object to the processing of personal data that is likely to cause, or is causing damage or distress
- Prevent processing for direct marketing

If you would like to find out more about our data retention policy and how we use your personal data, please contact C. Edwards & Son (Funeral Services) Ltd on 01782 782842.

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