



Privacy Notice

Parc Gwyn Crematorium, Narberth

1. Why do we collect and keep your personal information?

We collect and use your personal information so that we can deliver Bereavement services to you. Examples of Bereavement services in which personal information will be gathered are: Cremations, Burial and Memorial Applications, Transfer of Exclusive Rights of Burial and correspondence.

This information will include basic details about you such as an address, telephone number an email address. Please note a Burial or Cremation will not be permitted to proceed if the information requested is not provided.

The Processing of your data is:

- Because you have given your explicit consent to marketing
- Because it is necessary for the performance of this task to do so
- Because we have a legal obligation to process under the Local Authorities Cemeteries Order 1977 and The Cremation (England & Wales) Regulations 2017.
- To carry out of a contract to which you are a party
- In the public interest or in the exercise of official authority

2. How Information about you is used?

The information that you provide will be processed according to the General Data Protection Regulation 2016.

We will collect information about you (where applicable) to:-

- Be placed on record as the Applicant for a cremation application
- Be placed on record as the Applicant for a burial application
- To record you as the Grantee of an Exclusive Right of Burial
- To process memorial applications and to send out subsequent memorial lease renewals
- To contact you concerning any of the above.

We will not share any information to anyone outside of the service without your consent

We will also make any disclosures required by law and we may also share this information with other bodies responsible for detecting/preventing fraud or auditing/administering public funds to ensure money is targeted and spent in the most appropriate and cost effective way. In order to achieve this, information may be shared with other internal departments within Pembrokeshire County Council and with The Auditor General for Wales.

We will not make any disclosures to third parties for marketing.

Your data will be secure and confidential at all times and we will only collect the personal information that is required to provide you with our service.

3. How long do we keep hold of your information?

We will retain the information provided to us for a period of:

- 15 years for all electronic copies of forms submitted to permit a Cremation to take place, the original forms will be kept for 2 years.
- 7 years for all forms submitted to permit a Burial to take place.

- Leased memorial application forms will be kept in permanently.
- Grave ownership transfer forms will be kept permanently.
- The Register of Cremations & Burials is kept in permanently

Your information will be securely disposed of once it is no longer required.

4. Access to my personal information?

You can find out if we hold any personal information by making a subject access request under the General Data Protection Regulation 2016. To make a request for any personal information we may hold you need to put your request in writing addressing it to:

Access to Records Team
 Pembrokeshire County Council
 County Hall, Haverfordwest, SA61 1TP

5. Your Rights

Under the General Data Protection Regulation 2016, you have rights as an individual which you can exercise in relation to the information we hold about you, not all rights will apply it will depend on the legal basis for processing your data.

- The right to be **Informed** – Individuals have the right to be informed about the collection and use of their personal data. This is a key transparency requirement under the GDPR
- The right of **Access** – You are entitled to request access to and a copy of, information we hold about you
- The right to **Rectification** – You have the right to ask to have your information corrected.
- The right to **Erasure** – This is not an absolute right and will depend on the reason for processing your personal information
- The right to **Data Portability** – This only applies to data processing that is carried out by automated means
- The right to **Restrict** processing may apply – you may request that we stop processing your personal data however, this may delay or prevent us delivering a service to you. We will seek to comply with your request but may be required to hold or process information to comply with our legal duties.
- The right to **Object** – This is not an absolute right and will depend on the reason for processing your personal information.

6. Complaints or Queries

Pembrokeshire County Council endeavours to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this seriously. We encourage people to bring to our attention if they believe that our collection or use of information is unfair, misleading or inappropriate.

This privacy notice does not provide exhaustive detail of all aspects of our collection and use of personal information. However we are happy to provide any additional information or explanation needed. Any requests for this should be sent to the address below:

Jo Hendy, Data Protection Officer
 Pembrokeshire County Council
 County Hall, Haverfordwest, SA61 1TP

Email: dataprotection@pembrokeshire.gov.uk / Telephone No: 01437 764 551

If you want to make a complaint about the way we have processed your personal information, you can contact the Information Commissioner's Office as the statutory body which oversees data protection law:

Information Commissioner's Office

Wycliffe House, Water Lane,

Wilmslow,

SK9 5AF

Email caseworker@ico.org.uk / Telephone No: 0303 123 1113

7. Changes to this privacy notice.

We keep our privacy notice under regular review.