

Updated on: 7th January 2019

WHO WE ARE

The internet site www.deceasedpreferenceservice.co.uk ("Site") is provided by Lifecycle Bereavement Services Limited ("LBSL"). LBSL is a Private Limited Company, registered in England and Wales (number 10374896) whose registered office is 8 Clifford Street, London, England, W1S 2LQ.

We are committed to protecting your privacy and security.

This privacy policy ("Policy") sets out the basis on which any personal data we collect from you, or that you provide to us will be processed by us. Please read this Policy carefully to understand our views and practices regarding your personal data and how we will ensure your data remains secure.

If you have any requests concerning your personal information or any queries with regard to the practices laid out below please contact us at info@deceasedpreferenceservice.co.uk.

By using the Site, you accept this Policy and you agree to comply with it.

We may make changes to this Policy without notice to you. Please ensure that you review the Policy regularly as you will be deemed to have accepted any variation if you continue to use the Site after it has been posted.

INFORMATION THAT WE COLLECT

We collect personal information on the deceased which you volunteer, such as their name and their postal address, for example:

- the details that you provide over the telephone or in writing to the Deceased Preference Service and/or the Death Notification Service; and
- details of your visits to the Site.

We also collect information which is about you but individually does not identify you. We collect this information:

- directly from you when you provide it to us.
- automatically as you navigate through the Site. Information collected automatically may include usage details, IP addresses and information collected through cookies and tracking technologies.

WHY WE COLLECT INFORMATION FROM YOU

Registration on the Deceased Preference Service and/or the Death Notification Service is free. We collect the information from you to help us, or third parties, provide the services to you or to comply with our legal obligations. We may also use your personal information for ancillary internal management purposes which are compatible with the original purpose for which your information has been collected.

We use the information we collect from you as follows:

- When you sign up to the Deceased Preference Service, we will share the information that you provide on the deceased individual with Wilmington Millennium Limited (“WML”). WML is the owner of Mortascreen and Halo; databases respectively used by companies to stop marketing communications and for research purposes; fraud prevention and ID verification purposes.
- when you sign up to the Death Notification Service, we will share your information with the Bereavement Advice Centre (“the Centre”). The Centre is a free helpline and web-based information service provided by Simplify Probate. Simplify Probate forms part of the Co-Operative Group Limited.

Please see the following link for the Centre’s (and the Co-Operative Group’s) privacy policy, which provides more details on how your personal information will be treated by the Centre: <https://www.coop.co.uk/privacy-notice>
- If you visit our Site we may also collect information about your visit through the use of website cookies in order to improve your user experience (for more information see the section below titled ‘Use of Cookies’.

We will not use your personal information for any purpose not explained in this Policy.

USE OF COOKIES

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. This helps us to provide you with a good experience when you browse our Site.

Statistic cookies help website owners to understand how visitors interact with websites. We use Google Analytics cookies to help us understand how and when users arrive at our site and how they browse or use our site. The data stored by these cookies never shows personal details from which your individual identity can be established. The cookie lasts for 90 days.

HOW DO I CHANGE MY COOKIE SETTINGS?

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

We are planning to enhance our cookie tool to allow users to more easily change their cookie settings after their initial choice.

DISCLOSURE OF INFORMATION

We will only disclose personal information to reputable companies and suppliers we engage to process data on our behalf (which may include companies within our group).

We may disclose personal information to any member of our group, which means our ultimate holding company and its subsidiaries.

In addition to those parties set out under **WHY WE COLLECT INFORMATION FROM YOU**, we may also disclose personal information to other third parties in the following circumstances:

- if we or substantially all of our assets are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets;
- if we are under a duty to disclose or share personal data in order to comply with any legal obligation, or in order to enforce or apply and other agreements; or to protect the rights, property, or safety of us, our customers, or others.
- if we believe disclosure is necessary or appropriate to protect the rights, property or safety of LBSL or our customers or others.

LINKS TO OTHER WEBSITES

The Site may include links to other internet sites. Please note that these internet sites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these internet sites.

CONTACT

To ask questions or comment about this Policy and our privacy practices, please email info@deceasedpreferenceservice.co.uk.