



This Privacy Policy sets out the basis on which any personal data, including but not limited to payment details and other information we collect from you or that you provide to us (“Information”) will be handled by us in connection with your Safe Hands Funeral Plan or your possible purchase of a Safe Hands Funeral Plan. Safe Hands Plans Limited understands the importance you place on your Information, and we are committed to protecting and respecting your privacy. Please read the following to understand our practices regarding your Information. By purchasing a Safe Hands Funeral Plan or giving Information to use in relation to the possible purchase of a Safe Hands Funeral Plan, you agree to the handling of your Information in accordance with this Privacy Policy.

References in this Privacy Policy to “we”, “our”, or “us” (or similar) are references to Safe Hands Plans Limited, Registered (08869875) at 8 Peterson Road, Wakefield, West Yorkshire, WF1 4EB. References to “user”, or “you” (or similar) are references to you as an individual or legal entity as the case may be.

#### **WHAT INFORMATION WE MAY COLLECT FROM YOU**

We may collect and process the following information about you:

- (a) Information relating to (but not limited to) the following categories of information: (1) contact data (such as your email address and phone number; (2) demographic data such as your date of birth and your postcode (or equivalent)); and (3) other identifying information that you voluntarily choose to provide to us, including without limitation unique identifiers such as passwords, and information in emails or letters that you send to us;
- (b) information that you provide by filling in forms on our website (or the websites/platforms operated by our approved independent agents/subsidiaries/introducers);
- (c) information you provide us, or that you we may collect from you, when you report a problem with your plan or our services generally;
- (d) your email address from a third party if you indicate that you have consented to that third party sharing your Information with us;

#### **HOW WE WILL USE YOUR INFORMATION**

We may use Information held about you, in the following ways:

- (a) to provide you with information, feedback or services that you request from us which we feel may interest you, where you have consented to be contacted for such purposes;
- (b) to provide you with location-based services

- (c) contacting you when necessary or requested to facilitate your use of our services
- (d) notifying about certain resources or services we think you may be interested in learning more about;
- (e) to improve our services and to deliver a better and more personalised service to you
- (f) to notify you about changes to our services

## **TO WHOM WE MAY DISCLOSE YOUR INFORMATION**

We share your information only as described below:

- (a) Other entities (specifically the funeral director nominated to the funeral plan – and if different, the funeral director that conducts the funeral)

You understand it is vital that your Information is shared with the funeral director. By purchasing a Safe Hands Funeral Plan you consent to the transfer, storage and use of your Information by the funeral director with whom we share your Information.

- (b) Marketing. We may also use your Information to provide you with information about services provided by us in the future, which may be of interest to you. We may contact you by post, telephone, and/or email.
- (c) Trust Fund. You understand that by purchasing a Safe Hands Funeral Plan, in the unlikely we ceased trading for any reason, it would be necessary for us (or receivers/liquidators, etc) to share your Information with the Trustees of the Safe Hands Plans Trust and any other parties that may be required to be made privy to your Information under such circumstances.

Note that our website may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies.

## **HOW WE STORE YOUR INFORMATION**

The information that we collect from you we may store, process and transmit in Europe and around the world - including outside the United Kingdom. In the case of your use of our website and your purchase of a Safe Hands Funeral Plan directly through it, information may also be stored on the devices you use to access the website.

## **WHAT SECURITY MEASURES WE APPLY**

We maintain commercially reasonable technical, administrative, and physical safeguards to ensure your Information is treated securely and in accordance with this Privacy Policy, and to protect

against unauthorised access or alteration to, disclosure, or destruction of your Information. We may, for example, use encryption technology to secure your Information during transmission to our platform as well as external and on-host firewall technology to prevent network level attacks. Only those employees of ours that may ever have a need to access your Information are given the facility to do so.

## HOW YOU CAN YOU ACCESS AND AMEND YOUR INFORMATION?

You are able to access a broad range of information about your funeral plan, by contacting us directly either by telephone, email, or post.

You have the right to access and receive a copy of information we hold about you, to rectify any personal data held about you that is inaccurate and to request the deletion of personal data held about you. You can do this by contacting us on 0800 917 7099, or by emailing [info@safepans.co.uk](mailto:info@safepans.co.uk).

Also, our website uses Cookies to ensure you have an enjoyable user experience and are able to utilise all aspects of the site. You may disable Cookies by changing settings on your browser. If you disable Cookies, it will affect how our website works and you may not be able to access or use certain areas of it.

## WHAT IF WE CHANGE OUR PRIVACY POLICY?

Our business changes constantly, and our Privacy Policy may therefore also need to change. If so, we will post the revised Policy on our website (to replace this Policy) and each change will be effective upon the date on which the revised Policy is posted.