



## Privacy Policy

The purpose of this Privacy Policy is to inform our visitors that we will provide full transparency & comply with General Data Protection Regulation (GDPR).

### Types of Data We Collect

#### Contact Form:

Our Contact form requires you to provide your name, Email address, and telephone number. This enables us to respond to your enquiry.

#### Google Analytics:

When you visit our website Google Analytics can see when you visited, which pages you viewed and how long you spent on our website. It cannot see who you are, and it does not provide us the name of the website visitor.

We use this service (which is free) to better understand how people make use of our website, and thus to improve the website efficiency.

#### Niche Agreement:

When completing a niche agreement (not electronically) you have formed a contract. The details of this are found in our Terms & Conditions. We require your name, address, DOB, email & telephone number(s). We also require you to detail your next-of-kin or solicitor.

The purpose of collecting (retaining) this information is to ensure we can contact you to do the following:

- Inform you when the barrow is closed (Private ceremonies or memorial events)
- Perform maintenance such that it would be dangerous to visitors
- Notify you of Open Days and other events
- Notify when the Niche Agreement Term is due to end (3mths prior to the end)
- Notify when the Niche Agreement Term has ended (3mths after the term has ended)

### Security of Data & Your Rights

You will be aware that no electronic transfer of information is 100% secure. However we will endeavour to retain information as securely as possible on our own database. In the unlikely event of a breach of security we'll notify our customers within 3 days.

Building 109, Bedford Technology Park,  
Thurleigh, Bedfordshire. MK44 2YA  
Telephone: 01234 780 280  
Company number 08416135



You have the legal right to correct, amend or delete any information or data provided to us through our website.

If you are notifying us of a 'material' change in the Niche Agreement (previously signed by yourselves and Sacred Stones) we will ask you to qualify your identity.

#### Your Consent

By viewing (& using) our website you have consented to the policies detailed on this page.

When you submit an enquiry via our 'Enquiry/Contact Us' form we will ask you to confirm your acceptance of our privacy policies.

Please note you can only legally provide consent if your 13 years of age or older.

#### **What We Don't Do**

We will not share or disclose private information that we store for administration purposes, unless legally obliged to do so.

#### **Changes to Our Policy**

We reserve the right to amend this policy at any time. Any changes of policy will be highlighted on this page, and dated accordingly.

#### **Contact Us**

If you have any questions regarding our policy please contact us directly.