



— HOUSE OF —
HARVEL

PRIVACY STATEMENT FOR HOUSE OF HARVEL

1. Who We Are

House of Harvel (“we”, “us”, “our”) is committed to protecting and respecting your privacy, with care, discretion, and integrity at the heart of everything we do.

We operate in accordance with the UK GDPR and the Data Protection Act 2018.

House of Harvel is a service of Gentle Endings Funerals Ltd.

Company number: 16534560

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If you have any questions about this policy or how your data is handled, you are welcome to contact us at: enquiries@houseofharvel.com

2. Data We Collect

Information you provide:

Name

Email address

Telephone number

Enquiry or booking information

Automatically collected:

IP address

Browser/device data

Website usage via cookies

3. Legal Basis for Processing

We process data under the following:

Consent

Legitimate interest

Legal obligation

4. How We Use Data

To respond to enquiries

To deliver services

To manage communications

To improve website performance

5. Data Sharing

We may share data with:

Service providers (hosting, email platforms)

Professional advisors

Legal authorities if required

We do not sell personal data.



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6. Data Retention

We retain personal data only as long as necessary for the purposes for which it was collected.

In general:

- Core service records (including funeral arrangements and contracts) are retained for up to 6 years to meet legal and regulatory requirements
- Financial records are retained in accordance with HMRC obligations (typically 6–7 years)
- General communications may be retained for up to 3–6 years where relevant to service provision
- Sensitive or deeply personal information is retained for the shortest appropriate period, and only where necessary
- Marketing data is retained only while consent remains valid and may be removed after periods of inactivity

We regularly review the data we hold and securely delete information that is no longer required.

7. Security

We recognise that the information entrusted to us may be deeply personal, and we take its protection seriously.

We use a combination of technical safeguards and careful internal practices to ensure that your information is handled securely and with discretion.

These include:

- Restricted access to personal data on a need-to-know basis
- Secure systems and password-protected environments
- Encryption where appropriate
- Use of carefully selected service providers who meet recognised security standards
- Ongoing review of how information is stored and protected

Beyond systems and processes, we approach security as a matter of responsibility and respect.

While no method of transmission or storage is completely secure, we take all reasonable steps to protect the information you share with us.

8. Your Rights

Under the UK GDPR, you have the right to:

Access your data

Correct inaccuracies

Request erasure

Restrict or object to processing

Withdraw consent

You may also contact the Information Commissioner's Office.



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9. Cookies

We use cookies to:

Understand site usage

Improve performance

You can manage cookies via your browser.

10. Updates

This policy may be updated periodically.

THE HOUSE OF HARVEL DATA ETHOS

We believe that information carries energy, context, and story.

When you share something with us, you are not simply providing data—you are offering a fragment of your experience.

We commit to:

- Holding all information with integrity and discretion
- Using information only in ways that honour its context
- Avoiding unnecessary collection or retention
- Treating privacy as a form of relational trust, not administration