



US Privacy Notice

Memorial Care

YOUR TRUST IS OUR TOP PRIORITY

This privacy policy sets out how the United Synagogue (US) processes personal data (that is, information by which an individual can be identified) collected by us in the course of our lawful activities, in accordance with the Data Protection Act 1998, the General Data Protection Regulation and any other current or subsequent legislation ('Data Protections laws'). This policy has been put in place to protect your rights under the Data Protection laws and it is important that you understand what we will do with your data and are happy with this. If you want to discuss any matter relating to how your data is used, please contact the US Data Protection Officer (DPO), 305 Ballards Lane, North Finchley, London, N12 8GB or via email at dpo@theus.org.uk

References to the processing of information includes the collection, use, storage and protection of data.

The United Synagogue is the 'data controller' for the purposes of this policy and the policy extends to its staff, trustees, volunteers and anyone else processing data on our behalf from time to time. The US is committed to always being a good steward of your personal information, handling it in a responsible manner and securing it with industry standard administrative, technical and physical safeguards.

The US follows three guiding principles when it comes to privacy of your data:

Transparency. We work hard to be transparent about what personal information we collect and process.

Simplicity. We strive to use easy-to-understand language to describe our privacy practices to help you make informed choices.

Control. We ensure you have control over the personal information you provide to us and how it is used, shared and retained.

OUR LEGAL BASIS FOR COLLECTING INFORMATION ABOUT YOU

Organisations are permitted to process data if they have a legal basis for doing so. The US processes data on the basis that:

Express and informed consent has been given by the person whose data is being processed; and/or

The US has a legitimate interest in processing the data; and/or

It is necessary in relation to a contract or agreement which the person has entered into or because the person has asked for something to be done so they can enter into a contract or agreement; and/or

There is a legal obligation on the US to process data.

Where the US is relying on solely consent as the basis for processing data, we are required to obtain your explicit consent and you can modify or withdraw this consent at any time by notifying us in writing, although this may affect the extent to which we are able to provide services to or interact with you in future.

The US takes the privacy and security of your personal information very seriously. Any personal data collected by the US will only be processed in accordance with this privacy notice.

WHEN WE COLLECT INFORMATION

The US collects personal information as appropriate when you interact with the organisation through one of our synagogues or departments.

THE TYPE OF INFORMATION WE COLLECT

Type of information	Details
	Please note that is not an exhaustive list.
Personal information	name, full address, telephone number, mobile number, email address, relationship to deceased, invoicing and payment information, Synagogue affiliation

HOW WE USE THIS INFORMATION

Purpose for which we need your personal information	Details
	Please note that is not an exhaustive list.
Contractual	<ul style="list-style-type: none">To provide with memorial care information, updates and offers
Administration	<ul style="list-style-type: none">Detecting and protecting against error, fraud, or other criminal or malicious activity.planning and development and workforce management;

	<ul style="list-style-type: none"> • Workforce development, education, training and certification & performance management; • To conduct business reporting and analytics; • To communicate with you and to facilitate communication between you and other people; • Health & Safety compliance & risk management; • Project Management; and training and quality purposes.
Security	<ul style="list-style-type: none"> • Physical protection whilst attending our site(s) through CCTV and prevention and detection of crime. • Maintaining the safety and security of those using and visiting our premises through security rotas and checks
Legal	<ul style="list-style-type: none"> • To comply with our legal obligations.

HOW LONG WE RETAIN THIS INFORMATION

Personal data is only be kept for the length of time necessary to perform the process for which it was collected. This applies to data held both electronically and on paper.

Set out in the table below are the data retention guidelines that the US adheres to.

Type of Data	Retention Period	Reason
Personal information	Perpetual	To update you regarding any information relating to the memorial

HOW WE PROTECT PERSONAL INFORMATION

The US use a secure server environment using 256-Bit SSL military grade encryption, IP address locking, two-factor authentication, custom role security settings and also takes appropriate measures to ensure that the information disclosed to us is kept secure, accurate and up to date.

The US maintains a comprehensive information security program designed to protect our members' personal information using administrative, physical and technical safeguards based on the sensitivity of the personal information collected. We have measures in place to protect against inappropriate access, loss, misuse, or alteration of personal information under our control. The US IT Department regularly reviews security and privacy practices and enhances them as necessary, to help ensure the integrity of our systems. The US only partner with security companies that meet and commit to our security standards. While we cannot guarantee that loss, misuse or alteration of data will not occur, we use every reasonable effort to prevent this.

DISCLOSING THE INFORMATION WE COLLECT TO OUTSIDE PARTIES

The US will not disclose your personal data to any external party other than our verified service providers, in order to provide you with services, products, events or

information and to maintain the safety & security of our members, staff and visitors to our premises, or if required to do so to prevent fraud or to assist police investigations in line with data protection laws and regulations.

The US may disclose user information in an aggregated form as part of the services, marketing or in publications published by us or our partners. For example, we might note the percentage of the Jewish population within an area. Such publications will never include personal information.

CONSENT

There will be occasions when the US uses personal data to contact individuals who are not members of the organisation. However, such contact via text or email would only be made where the individual concerned had given explicit prior consent and use of this information would be strictly in accordance with the provisions of data protection laws and regulations.

RIGHT OF ACCESS, CHANGE, ERASURE, PORTABILITY AND OBJECTIONS

You have the right to access, amend and have any inaccuracies in your personal information corrected by contacting the US community or department concerned.

You also have the right to ask for your personal data to be erased, unless there is an overriding legitimate reason or contractual obligation requiring the organisation to continue holding this information. In specific circumstances you also have the right to object to the US using any personal information stored, providing you have legitimate grounds for doing so.

DIRECT MARKETING

You can directly unsubscribe from any US marketing email via the unsubscribe option at the bottom of every such email, alternatively you can ask the appropriate US Synagogue office or department not to send you future marketing communications.

PROFILING

The US may use various profiling methods to improve the services we provide to our members and other individuals. You have the right to request removal from this process, however doing so may mean that you receive a less personalised service.

CCTV

We use CCTV in our Synagogues, offices and burial grounds for both health & safety and security purposes. If you have any queries in relation to the use of CCTV operating in and around our properties, please contact the US Property Department, 305 Ballards Lane, North Finchley, London, N12 8GB.

ONLINE PAYMENTS

All online payments made to the US are processed through the secure, encrypted Worldpay banking service using SSL 256-bit military grade encryption technology.

CHANGES TO OUR PRIVACY NOTICE

The United Synagogue's privacy policies are regularly reviewed and as a result they may be amended from time to time without notice. You should therefore endeavour to review this privacy notice regularly, in order to keep up to date with any such changes. If you object to any changes you have the right to contact us so that we can review and consider your objection.