

Privacy Policy

Get to know our Privacy Policy, through which we inform you of your rights, as well as how we collect and use your personal data.

At Funerárias Unidas, we commit to using your data only for clearly specified purposes, and we adopt various security measures, of a technical and organisational nature, to protect the personal data made available to us against its dissemination, loss, misuse, alteration, unauthorised processing or access, as well as against any other form of illicit processing.

Responsible for the processing of personal data

Funerárias Unidas is the entity responsible for the processing of personal data, defining which data is collected, the means of processing, and for what purposes the data is used.

Should you wish to clarify any questions or file a complaint, you may do so via the following email address: info@funerariasunidas.pt.

You also have the right to file a complaint with the National Data Protection Commission (CNPD) regarding the processing of your personal data by Funerárias Unidas.

Personal data, data subjects, categories and method of collecting personal data

What is personal data?

Any and all information relating to an identified or identifiable natural person is considered personal data. A natural person who can be identified, directly or indirectly, in particular by reference to an identifier, is considered identifiable. An identifier can be, for example, a name, an identification number, location data, electronic identifiers or one or more specific elements of the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Who are the data subjects?

The client or potential client, a natural person, to whom the data relates and who uses, or intends to use, the products or services provided by Funerárias Unidas.

In the case of legal persons, we may need to collect the name and contact details of the representative or contact point in the company, within the scope of executing a contract, or pre-contractual diligence.

What categories of personal data are processed at Funerárias Unidas?

IDENTIFICATION DATA	EXAMPLES
PERSONAL AND CONTACT INFORMATION	Civil or fiscal identification data, data necessary for payment, billing address, date of birth, telephone contact, and email address.
SERVICE	Services purchased.

PROFILE AND INTEREST	Interests in the services provided by Funerárias Unidas.
CUSTOMER HISTORY	Customer satisfaction ratio and response to satisfaction surveys.

How and when is your personal data collected?

Funerárias Unidas collects your data, as a rule, for the presentation of a proposal and consequent conclusion, execution and management of the service provision contract. As a rule, personal data is collected when the client enters into a contract with a partner funeral agency for the provision of a funeral service.

Some personal data is mandatory, and in case of lack or insufficiency of this data, Funerárias Unidas will not be able to provide the service in question, so we will inform you of the mandatory nature of providing the data, when necessary.

The personal data collected is processed electronically and in strict compliance with the legislation on privacy and protection of personal data, being stored in specific databases, created for this purpose and, under no circumstances, will the collected data be used for any purpose other than that for which consent was given by the data subject. Your personal data may be collected in the following circumstances:

- When you contact us to obtain a proposal or purchase our services;
- Through the Funerárias Unidas website when there is a contact/information request.

Basis, Purposes and Duration of the Processing of Personal Data

The grounds that legitimise the processing of your personal data by Funerárias Unidas are as follows:

- Consent: your personal data may be processed through a free, specific, informed and explicit expression of will, under the terms of which you accept, by means of a declaration or unequivocal positive act, that your personal data will be subject to processing.
- Pre-contractual diligence and/or execution of a contract: your personal data may be necessary for the clarification of doubts, to present you with a proposal, for the conclusion, execution and management of the contract entered into with Funerárias Unidas.
- Compliance with a legal obligation: your data may be necessary for compliance with a legal obligation to which the controller, in this case Funerárias Unidas, is subject.
- Legitimate interest: your data may be necessary for carrying out certain tasks related to the business activity of Funerárias Unidas, except in cases where your rights to privacy and data protection should prevail.

Thus, Funerárias Unidas will process your personal data, in accordance with the following:

LEGAL BASIS	PURPOSES
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CONSENT	We process the personal data of clients, and potential clients, with their consent, for marketing purposes, namely: marketing campaigns and information actions, satisfaction surveys on the services provided by Funerárias Unidas, should you wish to be invited to the annual Eucharistic ceremonies held in memory of the deceased and, also, should you wish to be informed about the removal of the mortal remains, for an ossuary, vault or cremation within the same cemetery or to carry out their transfer to another cemetery.
PRE-CONTRACTUAL DILIGENCE AND/OR EXECUTION OF A CONTRACT	We process personal data for the purposes of presenting proposals, concluding, executing and managing the contract entered into between the client and Funerárias Unidas, namely for the preparation of a quote and a contract.
COMPLIANCE WITH A LEGAL OBLIGATION	When the processing is necessary for compliance with legal obligations, your personal data will be transmitted to administrative and tax authorities, for example, for billing purposes, response and resolution of any complaints registered in the Complaints Book, among others.
LEGITIMATE INTEREST	We process personal data based on a legitimate interest, namely for monitoring the service provided; within the scope of a contact request from a client or potential client; to respond to complaints made. Within the scope of client management. Also, for the purpose of sending invitations to the annual Eucharistic ceremonies and, we can also inform you about the removal of the mortal remains, for an ossuary, vault or cremation within the same cemetery or to carry out its transfer.

Personal data retention period

Funerárias Unidas retains the personal data of the subjects only for the period strictly necessary to pursue the purpose for which it was collected.

In certain cases, the law requires the retention of data for a specific period, namely in the case of data necessary for information to the Tax Authority, which will be kept for 10 years, in accordance with current legislation.

We may keep your personal data for periods longer than the duration of the contract, based on your consent, to ensure rights and duties related to the contract or in situations where there is a legitimate interest of Funerárias Unidas, always respecting the period necessary to pursue the purpose for which they were collected.

In the absence of a specific legal obligation, your data will be processed only for the period necessary to fulfil the purposes that motivated its collection, and as long as there are legitimate grounds that allow its retention by Funerárias Unidas.

As a rule, your personal data, when processed for marketing purposes, will be kept for a maximum period of 5 years from the collection of your consent or the last contact made (whichever occurs last) and provided that, within this period, you have not withdrawn your consent.

Once the maximum retention period is reached, the personal data will be irreversibly anonymised (the anonymised data may be kept) or will be securely destroyed.

Transmission of your personal data

Funerárias Unidas only transmits your personal data when necessary for the purposes described above, namely, for the provision of services requested by you.

For this purpose, your personal data may be shared with our partner agencies in order to guarantee the provision of the contracted service.

The partner Funeral Agencies of Funerárias Unidas are contractually subject to the same terms and conditions of personal data processing as you are, being prohibited from using, transferring, disclosing or recording the personal data of the subject for any purpose other than that for which they were specifically contracted (or without your consent, as applicable).

Funerárias Unidas may transmit your personal data, depending on the purpose for which it was collected, to the following categories of recipients: companies that carry out satisfaction surveys, and also, administrative and tax authorities, with only the data necessary for the development of the activity pursued by these entities being transmitted.

Your personal data may also be transmitted to entities to whom the data must be communicated by law, such as the tax authority.

The collected data will not be transferred to entities located outside the territory of the European Union.

Hyperlinks to other websites

We warn that Funerárias Unidas is not responsible for the privacy practices of third parties whose websites have a hyperlink on our website, and cannot guarantee the accuracy or authenticity of the information contained therein.

We advise you to read the privacy policies of any other website that is linked to our website.

Rights of the Data Subjects and response to the Subjects' requests

Funerárias Unidas guarantees the applicability and fulfilment of all the rights of the personal data subject provided for in the General Data Protection Regulation and national legislation in force.

Right of Access

You have the right to obtain from Funerárias Unidas confirmation as to whether or not personal data concerning you is being processed and, if that is the case, the right to access your personal data and information regarding that same processing. For example,

you can request an exact copy of your compilation and request additional information about the processing we carry out.

Right to Rectification

You also have the right to obtain, without undue delay, from Funerárias Unidas the rectification of inaccurate personal data concerning you, namely the right to correct or complete your personal data.

Right to erasure of data ("right to be forgotten")

- You may exercise the right to obtain the erasure of your personal data, by Funerárias Unidas, and without undue delay, provided that: the data is no longer necessary for the purpose that motivated its processing;
- when you withdraw your consent and there are no other valid grounds for its retention;
- when you object to the processing and there are no overriding legitimate interests on the part of Funerárias Unidas, as well as in other legally provided for cases.

Right to Data Portability

You have the right to receive the personal data that concerns you and that you have provided to Funerárias Unidas, in a structured, commonly used and machine-readable format, as well as the right to transmit this data to another controller (if this is technically possible) without Funerárias Unidas being able to prevent it, and if the processing is based on consent or a contract, and if the processing is carried out by automated means.

Right to withdraw consent

You may, at any time, change your consent, limit it to certain types of processing or withdraw it. However, the withdrawal of consent does not compromise the lawfulness of the processing carried out on the basis of the consent previously given.

Right to Object

- You may also object, at any time, to the processing of personal data concerning you, when there are no compelling legitimate grounds for the processing which override your interests, rights and freedoms, or for the establishment, exercise or defence of a right in a legal proceeding.
- It is also important to add that you have the right to object, at any time, to the processing of your data for direct marketing purposes.
- In this case, Funerárias Unidas undertakes to cease processing the data for such purpose.

Right to Restriction of Processing

In certain situations, you have the right to obtain from Funerárias Unidas the restriction of the processing of your data, namely if you contest the accuracy of the personal data for a period that allows Funerárias Unidas to verify its accuracy, in cases where the data is no

longer necessary for the purposes of the processing but is still required by the subject for the establishment, exercise or defence of a right in a legal proceeding and also when you object to the processing, until it is verified that the legitimate interest grounds of Funerárias Unidas prevail over yours, as well as in other legally provided for cases.

Right not to be subject to any automated decision

Funerárias Unidas does not make decisions based on automated processing.

In any case, the data subject has the right not to be subject to any decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her.

Exercising your rights

- You may exercise your rights free of charge, unless it is a manifestly unfounded or excessive request, in which case a reasonable fee may be charged taking into account the costs.
- We will respond to your requests within a maximum period of 30 days, except in cases of more complex requests.
- Indeed, you may exercise your rights via the following address: info@funerariasunidas.pt. Still, and if you are not satisfied with our response after exercising any of these rights, you have the right to file a complaint with the CNPD.

Procedural and Technical Security Measures

info@funerariasunidas.pt makes use of appropriate physical, technological, organisational and security measures to protect your personal data in order to protect the personal data made available to us against its dissemination, loss, misuse, alteration, unauthorised processing or access, as well as against any other form of illicit processing.

Cookies

You can consult our Cookies Policy [here](#).

Update of the Privacy Policy

- Funerárias Unidas reserves the right to update this Privacy Policy at any time.
- Therefore, it is recommended to periodically consult this policy on our website to stay informed about the processing of your personal data, or you may also consult our Integrated Management System Manual, of which it is a part, in physical support.
- Without prejudice to consulting this policy on our website, Funerárias Unidas will inform you of the changes made through the various communication channels used by it.

This Privacy Policy was last updated on 20 November 2023.