



Privacy Policy

Butterfly Funeral Services Ltd

Effective Date: January 2026

Last Updated: January 2026

Butterfly Funeral Services ("we", "us", "our") respects your privacy and is committed to protecting your personal data. We handle all information with sensitivity and care, particularly given the nature of bereavement services.

This policy explains how we collect, use, store, and protect your personal information when you use our website or contact us.

1. Who We Are

Butterfly Funeral Services Ltd

4 Merchants Common, East Goscote, Leicestershire, LE7 3XR

Butterflyfunerals@outlook.com

0116 2698120

We are the data controller responsible for your personal data.

2. What Personal Data We Collect

We may collect:

Information you provide directly such as:

- Name
- Address
- Email address
- Telephone number
- Enquiry details
- Funeral arrangement information
- Messages submitted through forms
- Service preferences
- Automatically collected data
- IP address
- Device type
- Browser type
- Pages visited
- Website usage data (via cookies)

3. Sensitive Nature of Data

4 Merchants Common - East Goscote - Leicestershire - LE7 3XR

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Butterfly Funeral Services

Due to the nature of funeral services, information you provide may relate to deceased persons and bereaved families. We handle this information with enhanced confidentiality and respect.

We only collect what is necessary to deliver requested services.

4. How We Use Your Data

We use your information to:

- Respond to enquiries
- Provide funeral services
- Arrange consultations
- Deliver requested information
- Process payments
- Maintain records
- Meet legal obligations
- Improve website performance
- Prevent fraud or misuse

We do not use your information for intrusive marketing.

5. Legal Bases for Processing

Under UK GDPR, our lawful bases include:

- Contract — to provide requested services
- Legal obligation — regulatory and record-keeping duties
- Legitimate interests — operating and improving services
- Consent — where required (such as non-essential cookies)

6. How We Share Data

We may share necessary information with:

- Crematoria and cemeteries
- Clergy or officiants
- Florists and suppliers
- Transport providers
- Payment processors
- IT and website providers
- Legal or regulatory authorities when required
- We only share what is necessary.
- We never sell personal data.

7. Data Retention

We retain records only as long as necessary for:



Butterfly Funeral Services

- Legal compliance
- Business records
- Regulatory requirements
- Dispute resolution

Funeral records may be retained for extended periods due to legal and genealogical importance.

8. Data Security

We use appropriate technical and organizational safeguards, including:

- Secure systems
- Restricted access
- Encrypted services where available
- Confidentiality procedures

No system is perfectly immune, but we take reasonable protective steps.

9. Your Rights

You have the right to:

- Access your data
- Correct inaccuracies
- Request deletion (where legally permitted)
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent

Requests can be made using the contact details above.

10. Cookies

We use cookies as described in our Cookie Policy. You can control your preferences at any time.

11. Third-Party Links

Our website may link to external sites. We are not responsible for their privacy practices.

12. Complaints

You may complain to the UK Information Commissioner's Office (ICO) if you believe your data is mishandled.

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Website Terms & Conditions - Butterfly Funeral Services Ltd

1. Website Use

This website is provided for general information about our services. By using it, you agree to these terms.

2. No Professional Advice via Website

Website content is informational and does not form a binding contract or professional advice. Service agreements are made separately in writing.

3. Service Availability

Services are subject to availability, regulation, and suitability. We reserve the right to decline services where appropriate.

4. Accuracy of Information

We aim for accuracy but do not always guarantee completeness or up-to-date content.

5. Intellectual Property

All text, branding, logos, and images are owned by Butterfly Funeral Services Ltd unless stated otherwise. They may not be reused without permission.

6. Acceptable Use

You agree not to:

Misuse the website

Attempt security breaches

Submit false information

Use forms abusively

7. External Links

Links to other sites are provided for convenience only and are not endorsements.

8. Liability Limitation

To the extent permitted by law, we are not liable for indirect losses arising from website use.

Nothing excludes liability where unlawful to exclude.

9. Privacy & Data

Use of personal data is governed by our Privacy Policy and Cookie Policy.

10. Governing Law

These terms are governed by the laws of England and Wales.

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