Privacy Policy

Issued 10 October 2026 | Version 1.0

We respect your privacy and handle your information with care. This notice explains how we use personal information when you enquire about, arrange or receive our pet farewell services.

Who is responsible

R Hall Holdings Ltd trading as New Forest Pet Farewells. Company number 17472131. Contact: Rosie Hall, hello@newforestpetfarewells.co.uk, 07725 955496. Correspondence address: 30 Ashleigh Close, Hythe, Southampton, SO45 3QP. R Hall Holdings Ltd is the data controller. This notice covers New Forest Pet Farewells; it does not automatically cover our other trading brands.

Information we collect

We collect names, addresses, telephone numbers, email addresses, emergency or authorised contact details, pet identification and veterinary details, collection and access instructions, service choices, payment and invoice records, communications, case identification and transport records, and complaint or incident records. Photography may include identifiable family members where agreed. Pet details are treated as personal information where linked to an identifiable person.

Where information comes from

Information normally comes from you. It may also come from a person authorised to arrange the farewell, your veterinary practice, a crematorium or a supplier helping deliver your chosen service. Please tell other contacts whose details you provide about this notice.

Why we use it and our lawful bases

Contract: answering requests before booking, preparing quotes, arranging collection, cremation, photography, grooming and keepsakes, invoicing and returning ashes. Legal obligation: retaining required accounting and animal-by-product traceability records, and responding to lawful regulatory requests. Legitimate interests: secure administration, fraud prevention, identity checks, service updates, safeguarding access information, handling complaints and protecting legal claims; we balance these interests against your rights. Consent: optional marketing communications and public use of identifiable photographs, testimonials or personal farewell stories. Consent is separate from booking and may be withdrawn.

Sensitive information and children

You do not need to give us your own medical information or detailed personal circumstances. If a specific support need requires us to record health information, we will explain why and obtain an appropriate additional legal basis, such as explicit consent. We do not knowingly market directly to children. For photographs involving children, we agree arrangements with a parent or guardian and consider the child's wishes and privacy.

Who receives information

We share only what is needed with authorised staff or helpers, veterinary practices, the selected crematorium, memorial suppliers, agreed emergency contacts, banks or payment processors, accountants, insurers, legal advisers and public authorities where necessary. We use Microsoft 365 for business communications and forms. Website, booking and image-delivery providers may also process data where used. Some recipients act as independent controllers, while others process data for us under appropriate arrangements. We do not sell client information or automatically add you to another brand's marketing list.

Photographs and communications

Service photographs, identification records and private updates are used only as needed to deliver or document your service. Marketing use of identifiable people, names, stories or images linked to your family requires separate permission. Refusing permission does not affect your service. You can unsubscribe from marketing or withdraw consent by contacting us. Withdrawal does not make earlier lawful use unlawful; we will stop future use within our control and explain any limits on recalling printed or third-party material.

How long we keep information

Our retention approach is: unconverted enquiries, normally up to 12 months after the last meaningful contact; contracts, invoices and material case or complaint records, normally 6 years after completion or resolution, with company accounting records kept for at least the legally required period; ABP transport records, at least 2 years, and longer when part of a retained case or required by law; access codes, deleted when no longer needed; working photography files, normally up to 12 months after delivery unless agreed otherwise. Consent records and a minimal marketing suppression record are kept while needed to respect your choices and demonstrate compliance. We may retain relevant information longer for a legal claim, regulatory requirement or insurer requirement, and remove information that is no longer necessary.

Security and overseas processing

We restrict access, use account security and take appropriate steps to protect digital and paper records. Some cloud providers may process information outside the UK. Where a restricted international transfer occurs, we must use a lawful mechanism, such as UK adequacy arrangements or approved contractual safeguards. Contact us for information about the providers and safeguards relevant to your service.

Your rights

Depending on the circumstances, you can request access, correction, erasure, restriction or portability of your information, object to processing based on legitimate interests, and withdraw consent. You can object to direct marketing at any time. Rights are subject to legal exceptions, including records we must retain. We normally respond within one calendar month, subject to permitted extensions or pauses, and may need proportionate identity verification. We do not use automated decision-making that has legal or similarly significant effects.

Concerns and complaints

Please contact Rosie using the details above if you have a privacy concern. We will acknowledge a data-protection complaint within 30 days and respond without undue delay. You can also complain to the Information Commissioner's Office: ico.org.uk/make-a-complaint or 0303 123 1113.

Website information and changes

The Cookie Notice explains website storage and tracking separately. We review this policy when our services, providers or legal obligations change. Material changes will be communicated where appropriate.