

# Halcyon Privacy Policy

Last updated: June 13, 2024

This Privacy Policy describes how Batesville Casket Company, LLC and its parent, subsidiaries and affiliates (“**Batesville**,” “**we**,” “**our**” or “**us**”), may collect, use, and disclose your personal information; the choices you have regarding our use of your personal information; and how to contact us regarding our privacy practices.

As a provider of the Halcyon Death Care Management System (“**DCMS**”), we process the personal information of our customer’s and the customers they serve as well as their employees and business contacts. This Policy applies to personal information we obtain about you through [www.halcyondcms.com](http://www.halcyondcms.com) (the “**Site**”), and the DCMS (collectively the “**Services**”). For more information on how Batesville may collect, use, and disclose your personal information, please review our Privacy Policy on [Batesville.com](http://Batesville.com).

Please read this Policy carefully to understand our policies and practices regarding your personal information. By using the Services, you are consenting to the practices described in this Policy. If you do not agree with our policies and practices, please do not use our Services or provide us with your personal information. Use of Services is also subject to our [Terms of Service](#).

## What Personal Information We Collect

We may collect personal information directly from you or automatically through your use of the Services.

“**Personal information**” is information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your household, such as your name, email address, IP address, telephone number, credit card number, and certain details about your internet activity.

The categories of personal information we collect about you depend on how you interact with us and our Services, and may include the following:

- *Direct Identifiers*, such as name, email address, and postal address, signature, and account details.

- *Personal Records*, such as phone number, date of birth, photographs, bank account information, payment card information, military service identification number, insurance policy information, preneed information, and related information to provide the Services, or process payments and orders.
- *Personal Characteristics or Traits (including characteristics of protected classifications)*, such as for making product or service recommendations or personalization, which may include age, gender, marital status, military or veteran status, or religion/religious beliefs.
- *Commercial Information*, such as records of products or services purchased, purchasing tendencies, records of products or services considered, and information provided in connection with orders.
- *Professional Information*, such as charitable organizations, trade organizations, other company affiliations and job titles.
- *Internet or other Electronic Network Activity Information and Geolocation Information*, such as IP address, device location, website browsing activity, browser type, device identifier, operating system, accessibility features utilized, and Site pages and webpage features visited, as well as GPS location information associated with use of certain features within Our Services. Please see further description of Usage Data below.
- *Inferences from Personal Information Collected*, such as product and/or purchase preferences, Site user, and DCMS user preferences.
- *Other Personal Information*, including information you provide when you contact us, seek our assistance purchasing products or services, respond to a satisfaction survey, make comments or suggestions, attend our professional trainings and seminars, when you create obituaries or add other content with use of the Services, or respond to social media messages.

Some forms on our Site may require you to provide personal information to submit the form. You may choose not to provide personal information in those cases, but this may prevent you from being able to use certain features of our Site.

## **Usage Data**

Usage Data is collected automatically when using the Services.

Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Services

that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Services by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, and other diagnostic data.

We may also collect information that Your browser sends whenever You visit our Services or when You access the Services by or through a mobile device.

### **Tracking Technologies and Cookies**

We use Cookies and similar tracking technologies to track the activity on Our Services and store certain information. Tracking technologies used may be tags or scripts to collect and track information and to improve and analyze Our Services. The technologies We use may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Services. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Services may use Cookies.

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser. Learn more about cookies: [What Are Cookies?](#)

We may use Session Cookies for the purposes set out below:

- **Necessary / Essential Cookies**

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without

these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

- **Functionality Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow us to remember choices You make when You use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use the Website. You must opt-in to these features.

For more information about the cookies we use and your choices regarding cookies, please visit our Cookies Policy or the Cookies section of our Privacy Policy.

## How We Use Personal Information

We may use your personal information to:

- **To provide and maintain our Services**, including processing transactions and payments; fulfilling product and service orders; creating and administering accounts; hosting events; providing professional training; providing technology or product demonstrations, and to monitor the Usage Data of our Services.
- **To communicate with You**, including by email, telephone, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, providing customer or technical services, providing security updates, when necessary or reasonable for their implementation, and sending promotional messages and advertisements about our products and services or events.
- **To provide You** with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or inquired about unless You have opted not to receive such information.

- **Improve our Site, DCMS, and our other product and service offerings**, including understanding who is visiting our Site; analyzing how our Services are being accessed and used; improving the functionality and accessibility of our Services; conducting research and developing new products and services; and understanding satisfaction with our products and services.
- **Personalize our offerings**, to understand preferences, make recommendations, and deliver personalized experiences and products.
- **Market and advertise our products and services**, to promote our products and services through marketing, advertising, and sponsorships, including through advertising partners that may use tracking technologies to show personalized product and service offers and measure the effectiveness of those offers.
- **Operate our business**, including performing business functions, such as accounting, finance, tax, regulatory compliance, litigation, information security, fraud detection and prevention, protection of our rights and property, supplier and vendor management, human resources, information technology, and improving internal operations.
- **Maintain the security of our Site**, including detecting security incidents; protecting our Site against fraudulent and illegal activity; and enforcing our terms of service.
- **Comply with our legal obligations and respond to legal proceedings**, including establishing, exercising, and defending legal claims.

We may obtain data that is publicly available or from third party sources, such as address verification services or third-party marketing database partners, to improve the accuracy of and add to what we know about our customers and prospective customers. We may combine this information with your personal information for the purpose described in this Policy.

The personal information that we collect will not be disclosed to third parties other than under the conditions outlined in this Policy.

## How We Disclose Personal Information

### Transfer of Your Personal Information

Your information, including personal information, is processed at Batesville's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and

maintained on — computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from Your jurisdiction.

Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your personal information will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information.

We may disclose your personal information in the following circumstances:

- With your consent to do so or at your direction.
- With our parent company, subsidiaries, and affiliates.
- With vendors that perform services on our behalf, such as data analytics services, payment processors, marketing and promotional material distribution vendors, and data storage and security vendors.
- With advertising vendors that may use their own tracking technologies and our tracking technology data to show you personalized ads, to measure the effectiveness of ads, and to build or enhance their understanding of you and your interests to provide you with more relevant ads.
- With third parties from whom you purchased products or services in order to fulfill your orders and provide services to you.
- If we believe such disclosure is necessary. For example,
  - to comply with relevant laws or to respond to a subpoena, warrant or court order served on us;
  - to respond to valid requests by government agencies, including law enforcement authorities;
  - if we believe your actions are inconsistent with our Terms of Service, Supplemental Terms, user agreements, or other applicable terms or policies;
  - to protect the rights, property, life, health, security, or safety of Batesville, its employees, the Services, and its users or any third party;or

- for the establishment of defenses or claims in any legal action or dispute involving Batesville or any of its officers, directors, employees, agents, contractors, or partners.
- In the event we sell, transfer, or assign all or a portion of our business or assets (e.g., further to a sale, merger, consolidation, change of control, reorganization, or any other business transaction, including negotiation and due diligence of such transactions, and financing due diligence), we reserve the right to disclose any information we collect from or about you. You acknowledge that such transfers may occur and are permitted by and subject to this Policy.

## Security

Although no website, application, database, or system is completely secure or “hacker proof,” we take precautions — including administrative, technical, and physical measures — to safeguard your personal information against loss, theft, and misuse, as well as unauthorized access, disclosure, alteration, and destruction. Remember that nothing online is 100% secure. While we use standard methods to protect login credentials and data, we cannot guarantee its absolute security. If you are a DCMS user, please remember that you are responsible for safeguarding your username and password.

## Children

Our Site is not directed toward anyone under the age of 13. We do not knowingly collect information from children under the age of 13. If You are a parent or guardian and You are aware that Your child has provided Us with personal information, please contact Us. If We become aware that We have collected personal information from anyone under the age of 13 without verification of parental consent, We will delete it in accordance with applicable law.

If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a parent, We may require Your parent’s consent before We collect and use that information.

## Google Calendar

Customers of Halcyon DCMS may choose to authorize Us to access the Customer's Google Calendar account. This authorization is optional and may be revoked at any time. Authorization will enable the creation of a new secondary Google calendar on your account. This new calendar is the only point of contact between the DCMS and your Google Account. Events and Data stored in your Primary Google Calendar or any other Secondary Google Calendars will not be accessed, stored, transmitted, or altered. For additional explanation on what information we access and how the information is processed, see our [Google Calendar Supplemental Terms](#).

## Links to Other Websites and Services

Our Services may contain links to other websites or services that are not operated by Us; these links are provided for your convenience and information. If You click on a third party link, You will be directed to that third party's site. We are not responsible for any third party's data collection or privacy practices, and we strongly encourage You to review the privacy policy or notices posted on every site You visit. We are not responsible for any third party's data collection or privacy practices

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

## International Users

If you are visiting this Site from outside the United States, please be aware that Our Site and Services are based in the United States and the information we collect will be processed and stored on our servers in the United States. The data protection laws and regulations applicable to your personal information transferred to the United States may be different from the laws in your country of residence.

## Notice to California Residents

California residents have the privacy rights listed below with certain exceptions. The rights granted under the California Consumer Privacy Act and Shine the Light are not the same. To exercise your rights, you will need to follow the directions specific to each law.



## California Consumer Privacy Act (“CCPA”)

Please note that the CCPA provides certain exceptions with respect to the personal information we collect in connection with providing products or services to, or receiving products or services from, other businesses. With respect to the personal information collected in connection with the above individuals or circumstances, you may not have any or all of the privacy rights listed below.

The information below that describes how and why we collect and use your information also describes how we have collected and used information in the preceding 12 months.

### Collection, Use, and Disclosure of Your Personal Information

The CCPA requires certain disclosures about our general collection, use, and disclosure of California consumer personal information. Accordingly:

- We collect the categories of personal information detailed in “What Personal Information We Collect” above.
- We use the personal information detailed above as described in “How We Use Personal Information.”
- We do not sell or share for cross-contextual behavioral advertising any personal information, as the terms “sale” and “share” are defined in the CCPA and its implementing regulations.
- We do not have actual knowledge that we sell or share the personal information of consumers under 16 years of age.
- We may disclose the personal information detailed above to the entities described in “How We Share Personal Information.”
- We do not use or disclose sensitive personal information for purposes to which the right to limit use and disclosure applies under the CCPA.

### Retention of Personal Information

We keep your personal information based on our business and legal needs, as described in this Policy or otherwise permitted or required by law. Generally, we maintain your personal information for as long as one of the following apply:

- Your personal information is reasonably necessary to manage our operations, to manage your relationship with us, or to satisfy another purpose for which we collected the information;

- Your personal information is reasonably necessary to carry out a disclosed purpose that is reasonably compatible with the context in which the personal information was collected;
- Your personal information is reasonably required to protect or defend our rights or property (which will generally relate to applicable laws that limit actions in a particular case); or
- We are otherwise required or permitted to keep your personal information by applicable laws or regulations.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Services, or We are legally obligated to retain this data for longer time periods.

Where information is used for more than one purpose, we will retain it until the purpose with the latest retention period expires. For more information about our retention policies, please contact us using the contact details below.

## California Privacy Rights

California residents have the following privacy rights under the CCPA:

- **Request to Know.** You have the right to request to know the following information about our practices over the past 12 months: (i) the categories of personal information we collected about you; (ii) the categories of sources from which we collected the personal information about you; (iii) the categories of recipients to which we disclosed personal information about you; (iv) the categories of personal information we sold or disclosed about you and for each category, the categories of third parties to which we sold or disclosed that particular category of personal information; (v) our business or commercial purpose for collecting or selling your personal information; and (vi) the specific pieces of personal information we collected about you.
- **Request to Delete.** You have the right to request that we delete the personal information that we have collected from you, subject to certain exceptions.
- **Right to Correct Inaccurate Personal Information.** If you believe that personal information we maintain about you is inaccurate, you have the right to request that we correct that information.

- **Right to Opt Out of Sales and Sharing of Personal Information.** We do not sell or share the personal information of California Consumers, as defined by the CCPA. For this reason, this right is not applicable.
- **Right to Limit Use and Disclosure of Sensitive Personal Information.** We do not use or disclose sensitive personal information for purposes to which the right to limit use and disclosure applies under the CCPA. For this reason, this right is not applicable.
- **Right to Non-Discrimination.** If you choose to exercise any of these rights, we will not discriminate against you in any way.

**If you would like to exercise your California privacy rights, or are an authorized agent of a California consumer who would like to make such a request, contact us at 1-800-622-8373 or complete our “California Privacy Rights Request Form” available [here](#).**

We may take steps to verify your identity before processing your request to know or request to delete. We will not fulfill your request unless you have provided sufficient information for us to reasonably verify that you are the individual about whom we collected personal information. If you have an account with us, we will use our existing account authentication practices to verify your identity.

You may use an authorized agent to exercise your rights. To protect your personal information, we reserve the right to deny a request from an agent that does not submit proof that they have been authorized by you to act on your behalf.

## Shine the Light

Under California’s “Shine the Light” law, California customers may request information about how a business shares their personal information with third parties for such third parties’ own direct marketing purposes. We do not disclose customers’ personal information to third parties for those third parties’ own direct marketing purposes. We do not disclose customers’ personal information to third parties for those third parties’ own direct marketing purposes. For more information, you may contact us at [privacy@batesvillesupport.com](mailto:privacy@batesvillesupport.com) or by postal mail sent to Batesville Casket Company, LLC, Attn: General Counsel, One Batesville Blvd., Batesville, IN 47006.

## Changes to Our Policy

We may make changes to this Policy at any time, including as we implement new technology and introduce new services or otherwise change our privacy practices, or in response to changes in applicable laws or regulations. When we make changes to this Policy, we will revise the “Last Updated” at the top of this Policy. We recommend that you review this Policy each time you visit the Site.

If you have any questions about this Privacy Policy, You can contact us:

Batesville Casket Company, LLC  
Attn: Legal Department-Privacy  
One Batesville Blvd.  
Batesville, IN 47006

Telephone: 1-770-877-1158

Email: [privacy@batesville.com](mailto:privacy@batesville.com)