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## Privacy Policy

We consider it important to keep your personal information safe and secure.

Maintaining your trust and confidence is at the core of our business. We have always protected the confidentiality of the information you entrusted to us concerning the cremation or cemetery services provided to you and your family, and we continue to do so.

As you may know, federal law now requires anyone who offers consumer financing products and services to provide formal notices concerning their financial privacy policies and practices.

In the process of providing financial products and services to you, such as pre-need financial plans, it is necessary to collect and maintain personal information about you. We collect this information from the contract you signed, other information obtained as a result of your financial transaction with us, and occasionally, from credit reporting and collection agencies. This information is confidential and personal. We do not sell any of your personal information to anyone for any reason.

Here is how we keep our privacy promise to you:

1. We will not disclose nonpublic personal information about our current or former customers and consumers to any affiliates or non-affiliated third parties except as described below, or as permitted by law (for example, in the normal course of business to process or provide the selected financial services you requested).
2. We may share the information we collect about you with our affiliates who offer funeral, cremation and cemetery-related products and services, outside business partners who provide support services for us or marketing services on our behalf, or with financial institutions with whom we have joint marketing agreements. We require any such affiliates, business partners and financial institutions to conform to our standards.
3. We will limit access to nonpublic personal information to those employees, representatives and service providers who need to know such information in order to serve you. We will maintain safeguards to protect the security of your nonpublic personal information as required by law.

All of us respect your privacy and the confidentiality of your personal information. It is an honor to serve you. We thank you for being our customer, and we continually strive to meet your needs. We will also strive to promptly reply to your questions and comments regarding our privacy policy.