

Privacy Policy

Effective Date: Last Updated: July 1, 2026

Service Corporation International and its affiliates and subsidiaries (including regional entities operating under the Dignity Memorial®, Rose Hills®, Neptune Society®, Neptune Cremation Society®, Neptune Cremation Service®, The Neptune Society of Northern California™, National Cremation Society®, National Cremation Service®, Cremation Society of Virginia™, Cremation Society of Pennsylvania™, Trident Society®, All Faiths Cremation Society™, Advantage®, Family Funeral Care®, Funeraria Buxeda®, Funeraria del Angel®, Making Everlasting Memories®, Neptune Memorial Reef®, Dignité^{MD}, First Memorial Funeral Services® and other brands) (“SCI,” “we,” “us”) respect the privacy of our clients’ families and website visitors. We value our relationships with existing and prospective clients (“you”) and recognize that an essential element of those relationships is the trust and confidence you place in us to serve you and your family during your time of need.

U.S. Financial Privacy Notice and Opt Out of Information Sharing: U.S. consumers can view our U.S. Financial Privacy Notice [here](#) and set information sharing choices [here](#).

California Notice: California residents can learn more about our information practices by visiting our California Privacy Notice [here](#).

Covered States Privacy Rights: Residents of certain U.S. states other than California have additional privacy rights. To learn more about these privacy rights see [here](#).

Canada Policy: Canada residents can learn more about our information practices by visiting our Canada Privacy Policy [here](#).

This Privacy Policy applies to the Personal Information you provide to us or that we obtain on our websites linking to this Privacy Policy (“Sites”) and to the Personal Information you provide to us or that we obtain from you in person at one of our funeral home or cemetery locations or other locations, by phone, by mail or that we obtain from data analytics marketing firms. This Privacy Policy does not apply to Personal Information that you submit to websites belonging to our business partners or any other third parties or to any Personal Information that our business partners or third parties collect from you through the Sites, even if those third-party websites are linked to our Sites.

Personal Information/Data. “Personal Information” or “Personal Data” means information that identifies, relates to, is reasonably capable of being associated with, or describes, directly or indirectly, a particular individual, such as: name, address, email address, unique identifiers, IP address, or phone number.

User-Generated Content. This Privacy Policy does not apply to information you post online that is viewable to the public. When you post any information or other content to a public online obituary, guestbook, or memorial using our Sites or when you post information on any SCI social media page, such information and/or other content is viewable to anyone on the Internet. We urge you to be very careful when deciding to disclose your Personal Data, or any other information, on our Sites. This Privacy Policy does not apply to such publicly posted information.

Information We Collect and How We Collect It

Information You Provide. We may collect and store the following Personal Information when you submit it: (1) through our Sites; (2) in person at one of our funeral homes or cemetery locations; (3) at an informational pre-planning seminar we conduct; (4) by phone; (5) by email; or (6) by mail. We may use this information for typical business purposes (including auditing our interactions with our clients or Site visitors, for internal reporting purposes, or security and anti-fraud purposes) and as described more specifically below:

- Personal Identifiers. We receive personal identifiers that you provide to us (such as your name, address, phone number, email address, billing address, shipping address, date of birth, insurance policy number, signature, and social security number in certain instances) and use them to respond to your requests; to create new member accounts at your request; to fulfill your orders for merchandise and services; to communicate with you for marketing and informational purposes (you may opt out of receiving marketing emails from us at any time by using the unsubscribe link located in the email); to provide you with the products and services you request from us pursuant to the terms of an advance (pre-need) or time-of-death (at-need) funeral or cemetery contract; and to provide you with information about our products and services that you request from us. We will also create a client number when you make a purchase so that we can identify you. If you are the next of kin of record of an at-need or pre-need contract beneficiary, we may collect your information so that we can contact you in order to obtain your authorization (pursuant to state law or company policy) to provide services with regard to your family member or relative and for other point of contact purposes.
- Message Content. We collect the messages you submit to us through contact, sign-up, and purchase forms on the Sites, such as customer service requests, messages you would like us to provide to delivery recipients, and delivery instructions. We use this information to respond to and fulfill your requests, and to improve our Sites and our service and merchandise offerings.
- Audio and Visual Information. We receive any digital photographs and audio files you submit through the Sites. We post this information to public areas of the Sites

at your direction. Additionally, at those locations where we employ surveillance cameras in public areas for security purposes, we may collect images of you for security and access control purposes.

- Financial Information. We receive financial information (such as payment card and bank account information) to process payments for merchandise and services you purchase on the Sites. We may also collect your credit-related information such as credit scores, life insurance policy information, or other financial information when we assist with financing your pre-need or at-need contract or when you apply for insurance or other financing. We may collect your financial information from any contract with us that you sign, from processing or administering your financial transactions, and occasionally, from credit reporting or collection agencies.
- Commercial Transaction Information. We collect and generate commercial transaction information (such as records of merchandise and services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies) when you make purchases on the Sites. We use this information to fulfill your orders, to improve our service and merchandise offerings, to tailor our marketing efforts, and for internal reporting purposes. We may also use this information internally to create records of your consuming history for audit purposes and in order to fulfill the terms of pre-need and at-need funeral and cemetery contracts you enter into with us, and as required pursuant to state funeral and cemetery laws regarding cemetery property and products purchased, and insurance and trust-funding laws.
- Geo-Location Information. Some of the information we collect, such as Internet Protocol ("IP") addresses, may be used to estimate an approximate location of the device you are using to access our Sites in order to enhance and personalize the features and functionality of our Sites and service offerings.
- Deidentified or Aggregated Information. We may deidentify or aggregate data and may use and disclose it for any business purpose. When we deidentify or aggregate data, we commit to maintaining and using that data in deidentified or aggregated form without attempting to reidentify or disaggregate it.
- Inferences Drawn from Personal Information. We may use the information you provide to create a profile about your preferences to offer you products and services in which we think you might be interested.
- Medical Information. In connection with insurance applications, we may collect pertinent health condition and medical history of the insured individual to help facilitate a purchase and use of insurance coverage. We may forward the information we collect to the third-party insurance company along with information concerning the related arrangements that you have made with us, so that the insurance company can provide insurance coverage to you.

- Characteristics of Protected Classifications under State or Federal Law. To the extent permissible under applicable law, we may collect your age, gender, ethnicity, religion, and veteran status for the purposes of providing you products and determining your service preferences.

Information We Collect From Business Partners. We may receive some of the personal identifiers, message content, and commercial transaction information listed above from business partners (such as floral, memorial, or insurance providers) related to your transactions with them that involve us providing you with merchandise or services, and we may receive some personal identifiers from data analytics marketing firms. The Sites may also permit you to log in and connect to the Sites with your social media account (such as Facebook), and we collect profile information about you from that social media website that you have made publicly available. We use this profile information for the same purposes as when we receive the information directly from you, as described above.

Information Collected Automatically Through the Sites. Like many website operators, when you access and use our Sites, we use cookies and other tracking technologies ("cookies") to automatically collect personal identifiers (such as your IP address and device identifiers), information about your device (such as your browser type, locale preferences, and mobile carrier) and information concerning your usage activity on the Sites (such as your interaction with our Sites, the link you used to reach our Sites, and content displayed on our Sites and on other websites and online services). We use the data to enable certain features of our Sites, preserve your preferences and customize your experience when you visit and return to the Sites, and to study, enhance and improve the use and capabilities of our Sites, content, and advertising.

- Cookies: A cookie is a small data file that is stored by your browser on your device. We use cookies to deliver a better experience by, for example, remembering your preferences and opt-outs. Please note that, if you delete or choose not to receive cookies from our Sites, the functionality of the Sites may be impaired. To find out more about cookies, including how to manage or delete them, visit www.allaboutcookies.org.

We work with certain advertising vendors to serve advertisements on our behalf when you visit some of our Sites and other websites, email vendors to send informational and marketing emails to you, and analytics services to help us understand and improve the usage of our Sites and the effectiveness of our marketing efforts. In some situations, we permit the companies providing these services to set and access cookies (and use similar data tools, such as "pixels" or "web beacons") through our Sites and our emails, and these companies may collect, for example, your personal identifiers (such as IP address, device and browser identifiers and characteristics, and anonymous identifiers) and information about your device (such as operating system and language preferences) and your usage

activity on the Sites (such as your interaction with our Sites, the link you used to reach them, and the content and advertising displayed on them and our content and advertising on other websites and online services) and use this information to provide advertisements about goods and services of interest to you on our Sites and other non-affiliated websites and/or to provide analytical information for our Sites. These companies also may collect and combine information about your online activities over time, on other devices, and on other websites or online services, if those websites and online services also use the same companies. Information about cookies and similar technology placed by other companies on our Sites and their related data practices is set forth below.

Analytics and Advertising Technologies

We and our vendors may use a variety of analytics technologies to understand how users interact with the Sites, improve our web experience, and better market our products. These analytics services use cookies to collect information about how you use the Sites. Personal Information collected by these analytics services (e.g., your IP address and other usage information) may be transmitted to and stored on servers in the U.S. (or elsewhere). See below for more information on your choices regarding analytics services.

You may choose not to receive some interest-based advertising by submitting opt-outs. Some of the advertisers and business partners that perform advertising-related services for us may participate in the Digital Advertising Alliance's ("DAA") Self-Regulatory AdChoices Program for Online Behavioral Advertising. To learn more about how you can exercise certain choices regarding interest-based advertising, including use of cross-device data for serving ads, visit <https://optout.aboutads.info/>. Please be aware that when you opt out of certain kinds of interest-based advertising, you will continue to receive non-targeted ads.

Google Analytics and Advertising

Our Sites use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses cookies to help us analyze how users interact with the Sites, compile reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. The information generated by Google Analytics is subject to Google's privacy policies, available [here](#).

You may exercise choices regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> or downloading the Google Analytics Opt-out Browser Add-on.

In some cases, we may integrate the analytics services we use with certain advertising services that are also made available by our analytics providers. For example, we integrate Google Analytics with the following Google advertising features:

- Remarketing with Google Analytics
- Cross Device Remarketing & Reporting
- Google Analytics Demographics & Interest Reporting
- Google Display Network Impression Reporting

You can opt out of Google Analytics advertising features directly with Google through its Ads Settings. To adjust your Google advertising settings, visit adssettings.google.com.

Session Replay

We may use session recording and replay technology to observe your mouse movements, scrolling, and clicks on our Site. We use these tracking tools for support and analytics purposes, and to better understand how people engage with our Site. This information is often collected and processed by our service providers who we have engaged to analyze this information on our behalf.

Online Tracking / Do-Not-Track Signals

Your web browser may have settings that allow you to transmit a “Do Not Track” signal when you visit various websites or use online services. Like many websites and online services, our services are not designed to respond to “Do Not Track” signals received from browsers. For more information about Do-Not-Track, please visit <http://www.allaboutdnt.com>.

Retention of Personal Information

We will retain your Personal Information for as long as is necessary to fulfill the purposes for which it was collected, as set out in this Privacy Policy, unless a longer retention period is permitted or required by law. We will also retain your Personal Information as required to fulfill our legal obligations, resolve disputes, and enforce our legal agreements and policies. We may also retain Site usage data to improve the functionality of our Sites and destroy such data in accordance with our internal retention policies.

Protecting Personal Information

We employ reasonable security measures to secure and protect the information we receive. Please remember, though, that no method of electronic transmission or storage is 100% secure.

How We Disclose Personal Information

We may provide business partners, affiliates, and other vendors with the Personal Information we collect (as described above) for our business purposes to assist us in providing products and services to you, including to process transactions, deliver products at your request, or to help us market products and services to you. We also disclose Personal Information as described below:

To Provide, Protect, and Improve Our Sites, Merchandise, and Services. We disclose Personal Information as necessary to operate our business, such as to service providers and affiliates in connection with providing services to you or processing your transactions. For example, we may provide your name, telephone, and address information, and a redacted credit card number to vendors, such as a local or online florist and cremation or memorial providers, to complete a transaction you have requested or otherwise at your direction. We require that those providers use Personal Information only for that purpose, and we also require assurances that they will appropriately protect Personal Information entrusted to them. We also may access, preserve, and disclose information if we believe that such action is necessary in our judgment to protect and defend our rights or property, or those of others. For example, we may provide information, including IP address information, to our service providers to protect the Sites, such as for fraud detection purposes.

We may disclose your Personal Information so that we may provide goods and services to you as described below.

- SCI Affiliates and Subsidiaries: We may disclose your Personal Information with SCI affiliates and subsidiaries that may use your Personal Information as described in this notice.
- Service Providers: We may disclose your Personal Information with vendors, service providers, and affiliated companies that we engage to provide services to us on our behalf. These service providers can provide support for the operations of our Site, our customer service, improving our services, and managing payments. Service providers only use the Personal Information they receive from us for the purposes we hired them for. Service providers may not retain, use, disclose or otherwise handle the Personal Information for their own purposes.
- Ad Tech Companies and Data Analytics Providers: We may disclose or make available limited Personal Information to ad tech companies and data analytics providers.
- Business Partners and Other Vendors: We may disclose or otherwise make your Personal Information available to business partners or other vendors for a business purpose. For example, we may disclose your Personal Information with certain vendors, such as merchandise vendors, to provide you with products or services when you request them.

To Comply with the Law and Legal Process. We may access, preserve, and disclose your Personal Information if required to do so by law or if we believe that such action is necessary in our judgment to comply with a legal obligation.

Sales, Mergers, and Acquisitions. In the event of, or during negotiations of any proposed or actual merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of company assets, joint venture, assignment, or transition of service to another provider of one or more funeral home or cemetery locations or other business units (whether by private sale, through operation of law, as part of a divestiture plan, or otherwise), we will provide Personal Information and transaction history associated with each such business unit to the persons and/or entities assuming control of such business unit or as otherwise necessary to complete the transaction as permitted by law or contract. To the extent permissible by law, we will require any such persons and/or entities to treat such Personal Information consistent with the applicable provisions of this Privacy Policy.

We do not disclose your mobile phone number or SMS consent information with third parties for their own marketing or promotional purposes. We may disclose personal information with service providers that assist us in delivering text messages, but only for that purpose and in accordance with applicable law.

Social Features on Our Sites

Information You May Share with Social Networking Websites. The Sites may provide options allowing you to share information with social networking websites, such as Facebook. Their use of the information you share will be governed by their privacy policies, and we are not responsible for how they treat the information.

Public Disclosure Using Non-Restricted Services. Our Sites make online and voice-recorded Guest Books, Death Notices, Obituaries, Biographies, Photo Galleries, Moving Memories®, other online memorials, location of funeral, cemetery services, and gravesites, and other postings to our public services available for viewing by all our visitors unless the sponsor or host of a service selects a privacy setting that restricts public access (available as an option only on certain services). As stated above, when you post any information or other content to the public areas of the Sites, such information is viewable by the public. This public information may be collected and used by others without your or our knowledge, and the security and other protective provisions of this Privacy Policy do not apply. Also, please keep in mind that publicly posting your user ID or contact information may result in the transmission of unsolicited messages to you from persons and entities over which we have no control. Please exercise caution and good judgment when disclosing any Personal Information to any public services. Note that we cannot be responsible for any online postings by a family member, friend, acquaintance or other person or entity outside of our control. Such activities and the associated postings are also outside the scope of this Privacy Policy. If you provide any information or images to us for

public disclosure (e.g., obituary purposes), you represent that you have permission to provide that information or images and that such information or images may be indexed by search engines.

Links

The Sites may contain links to other websites, and other websites may link to the Sites. Please be aware that we are not responsible for the privacy practices of such other websites. Whenever you visit another website – via a link from the Sites or otherwise – you should review the privacy policy of that other website. This Privacy Policy applies solely to information provided or obtained on our Sites.

No Use by Children Under the Age of 18

The Sites are not intended for use by children under the age of 18. If you are under the age of 18, you may not use our Sites. If a parent or legal guardian posts an entry on behalf of a child under the age of 18 on an online guestbook or other section of the Sites, the parent or legal guardian must indicate that such entry is being made on behalf of the child by the parent or legal guardian. Caution and good judgment should be used in connection with any information provided concerning the child. We do not knowingly collect, maintain, or use Personal Information from children under 18 years of age. If we believe that any information has been posted by a child under the age of 18, we will promptly delete that information. Parents may contact us using the methods set forth below to request that information concerning their child be removed from our Sites.

International Users

We store your Personal Information in our offices and with our service providers in the United States and Canada. While your Personal Information is in the United States, it is subject to United States laws, and may be subject to disclosure to the governments, courts, law enforcement, or regulatory agencies in the United States, pursuant to applicable laws. By providing your information and using the Sites you consent to any transfer and processing in the United States in accordance with this Privacy Policy.

Privacy Rights

Certain jurisdictions impose specific legal requirements and grant privacy rights with respect to Personal Information, and we will comply with restrictions and any requests you submit as required by applicable law. You may be able to use the Sites to access and update the information that you have provided to us through your use of the Sites or otherwise.

California Privacy Rights

California residents can learn more about their privacy rights here <https://www.sci-corp/california-privacy-notice>.

Nevada Privacy Notice

Nevada law allows residents to opt out of the sale of certain Personal Information, called “covered information.” We do not sell covered information as defined under Nevada law and we have no plans to change that practice. If you want to be notified if we do change that practice, you may submit your request by emailing us at privacy@sci-us.com.

Covered States Privacy Rights

This section supplements the other parts of our Privacy Policy and provides additional information for residents of certain U.S. states other than California. This section applies to Consumers in Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia (“Covered States”). Capitalized terms defined under Covered States privacy laws that are used in this section shall have the same meaning as defined under these laws. This section describes our collection, use, and disclosure of Personal Data. You can learn more about the Personal Data we Process and the purpose for processing such Personal Data in the Information We Collect and How We Collect It section above. You can also learn more about our disclosure of Personal Data and the categories of Third Parties we disclose Personal Data to in the How We Disclose Personal Information section above.

If you are a Covered State Consumer, subject to certain conditions and restrictions, you have the following rights with regard to your Personal Data. Please note that we will need to authenticate your identity before your request can be processed. For authentication we will match the Personal Data you provide against our records.

1. Right to Access. You have the right to know the Personal Data that we may hold about you and access such Personal Data.
2. Right to Delete. You have the right to request that we delete Personal Data that we have Collected from or obtained about you.
3. Right to Opt Out of Sales. You have the right to opt out of the Sale of Personal Data. We do not Sell your Personal Data for monetary value, however, some of the ways we disclose your Personal Data may be considered a “Sale” under certain state

privacy laws. You can opt out of the “Sale” of your Personal Data, which may overlap with your right to opt out of Targeted Advertising.

4. Right to Opt Out of Targeted Advertising. You may request that we stop disclosures of your Personal Data for Targeted Advertising by clicking on the “Do Not Sell or Share My Personal Information” link in the footer of our Sites where we engage in such practices and manage your cookie preferences. You may also use the Global Privacy Control (GPC) signal to communicate your preference to opt out of the sale or sharing for targeted advertising of personal information collected through cookies on our Sites. We have aimed to configure our Sites to recognize the GPC signal where legally required. You must separately enable the GPC signal on each browser you use to access the Sites.
5. Right to Correct. You have the right to request that we correct inaccuracies in your Personal Data.
6. Right to Appeal. If you are unsatisfied with our actions related to the exercise of one of your privacy rights above, you may appeal our decision using our online form or toll-free phone number.

We do not engage in profiling that would result in decisions that produce legal or similarly significant effects.

We also do not collect, use or sell Personal Data for the purpose of training large language models.

If you live in Delaware or Maryland, you have the additional right to request a list of the categories of third parties to which we have disclosed your Personal Data.

If you live in Connecticut, Oregon or Minnesota, you have the additional right to request a list of third parties to which we disclosed Personal Data. For Oregon consumers, the Controller of your Personal Data is Service Corporation International and its affiliates and subsidiaries, which includes SCI Oregon Funeral Services, Inc., Alderwoods (Oregon), Inc., Uniservice Corporation, Neptune Cremation Service, SCI Shared Services, Inc., Wilhelm Mortuary, Inc., Sunset Hills Memorial Park, Chapel of The Roses, Inc., J.P. Finley and Son Mortuary, Inc., and Chapel of The Valley Funeral Home, Inc.

Please note that some of the Personal Information we collect is considered “sensitive” under certain applicable state laws such as certain characteristics of protected classifications or medical information. We collect this Personal Information with your consent, if required, for the limited purpose of providing services you request.

We may Sell or disclose the categories of Personal Data listed below to our advertising partners and certain analytics vendors:

- personal identifiers
- geo-location information

- information collected automatically through our Sites (e.g., IP addresses and device identifiers)

We also Process the following categories of Personal Data: personal identifiers, geo-location information, and information collected automatically through our Sites for Targeted Advertising. You have the right to opt out of the Processing of your Personal Data for Targeted Advertising, as described above.

Consumers from Covered States may submit their requests under their respective state laws here <https://www.sci-corp.com/multistate-consumer-rights-request-form> or by calling 1-833-425-4744. Please note that, depending on the nature of your request, you may be asked to provide information to verify your identity before your request can be Processed. If you choose to exercise any of the privacy rights described above, you will not receive discriminatory treatment from us.

Notification of Changes to Privacy Policy

We reserve the right to modify this Privacy Policy. Whenever we decide to update this Privacy Policy, notice of the change will be indicated by the Effective Date at the top of this Privacy Policy, though we may also notify you in other ways or obtain your consent when required by applicable law. Nevertheless, you should review the Privacy Policy from time to time to be sure you are aware of the most recent version. Your use of the Sites after any update to this Privacy Policy will constitute your acceptance of the changes. Please be assured that we will only use Personal Information in accordance with the Privacy Policy in effect at the time the information was collected.

How To Contact Us With Questions

Your questions, comments and feedback are very important to us. For privacy-related questions, contact us via email at: privacy@sci-us.com, or write to us at:

Service Corporation International
Data Privacy Office, 10th Floor
1929 Allen Parkway
Houston, Texas 77019