DIGNITY

Peace of Mind Package Terms and Conditions

- Promoter:
o The Peace of Mind Package (the "Offer") is promoted by Dignity Funerals Limited (the "Promoter") of 4 King Edwards Court, King Edward Square, Sutton Coldfield, West Midlands, B73 6AP.

- Entry Period:
o The Offer starts on 15th October 2026 and closes on 31 March 2027 at 11:59pm (the "Entry Period"). Purchases made after this date will not qualify for the Offer.

- Eligibility:
o To participate in the Offer, you must:
▪ Be resident in England, Scotland or Wales.
▪ Be at least 18 years old at the time of purchase.
▪ Purchase the Peace of Mind Package from a participating Dignity Funeral Director.
o The Promoter reserves the right to request reasonable proof of eligibility.

- How to participate:
o Participation in the Offer is open to individuals who meet the Eligibility criteria. To participate, you must purchase the Peace of Mind Package from a participating Dignity Funeral Director during the Entry Period.

- Offer & Limitations:
o The Offer includes a funeral service and cremation where family and friends can attend. Unattended funeral and cremation services are not included. It may also include a chauffeur-driven limousine, a memorial voucher and advertised savings, as specified in the applicable promotional brochure.
o The applicable Offer price, inclusions and savings are as notified to you by your participating Dignity Funeral Director and specified in the relevant promotional brochure. Those details form part of these terms and conditions.
o Where included, the memorial voucher will be worth £100 or £200 as specified in the applicable Offer. It can only be redeemed against selected CMG memorial products.
o The memorial voucher must be redeemed within six months of the funeral service date. There is no cash or credit alternative.
o Geographical restrictions and specific conditions relating to the individual services within the Offer may apply.
o The relevant https://www.dignityfunerals.co.uk/terms-of-use and https://www.thecmg.co.uk/terms-of-use apply to the underlying services included in the Offer.
o The Offer cannot be combined with other offers or promotions.

- Promoter Rights:
o The Promoter reserves the right to change, suspend or discontinue the Offer, temporarily or permanently, where reasonably necessary. Any changes will not affect purchases already made under the Offer.
o If there is reason to believe that these terms and conditions have been breached, the Promoter reserves the right to exclude you from participating in the Offer where reasonable.

- Governing Law:
o These terms are governed by English law. If any customers participating in the Offer wish to take court proceedings, they may do so in the courts of the United Kingdom.

- Personal Data:
o Personal information provided in connection with the Offer will be processed in accordance with the applicable https://www.dignityfunerals.co.uk/privacy-policy and https://www.thecmg.co.uk/privacy-cookies. Personal information may be shared between the relevant service providers where necessary to arrange and deliver the services included in the Offer.

Calls are recorded for monitoring and quality purposes. All calls made to 0800 and 0808 numbers are free of charge whether made from a landline or mobile phone. Dignity Funerals Limited is a company registered in England No. 00041598. VAT registered No. 486 6081 14. Registered office: 4 King Edwards Court, King Edward Square, Sutton Coldfield B73 6AP. Dignity Funerals Limited is authorised and regulated by the Financial Conduct Authority under Firm Reference Number 967130.