



Privacy policy

We are committed to protecting your privacy. Through our privacy policy, we inform you about how we process your personal data and our use of cookies.

To exercise your rights under the GDPR, please fill out our form, which can be found at <http://www.farval.se/integritetspolicy/>.

Executive summary

- Farväl is part of Begravningsbyrå Momento AB, which is part of Fonus ekonomisk förening.
- Begravningsbyrå Momento AB, org.nr 556417-2210, ("Momento") is the data controller unless this privacy policy states otherwise.
- This privacy policy describes how Momento processes your personal data when you visit our website or interact with us in various ways.
- We process personal data necessary to provide you with our products and services.
- We share your personal data with suppliers, partners and companies within the Fonus Group, for example, to be able to deliver the service you request.
- In the course of sharing your personal data as described above, some data may be transferred to third countries.
- As a data subject, you always have certain rights in relation to our processing of your personal data.
- The information in this privacy policy may be updated from time to time. You will always find the latest version on this page.
- If you have any questions about how we handle your personal data, please contact our Data Protection Officer at dataskyddsbud@momentobyraerna.se.

You can find full information on the processing of your personal data under the headings below.

Introduction

Who does the policy apply to?

This privacy policy explains how Momento processes your personal data when you are a customer of ours or a relative of one of our customers or visit our website.



Who is responsible for what?

Begravningsbyrå Momento AB, corporate identity number 556417-2210, with address Ringvägen 100, 118 60 Stockholm and postal address Box 4063, 102 61 Stockholm, ("Momento") is the data controller unless otherwise stated below.

The Fonus Group

Momento is part of a group together with Fonus and Familjens Jurist, among others. The processing of your personal data by Fonus and Familjens Jurist is governed by their privacy policies.

Other co-operation partners

Momento exists in a network of related services consisting of group companies and other partners. As a starting point, Momento is responsible for the processing of your personal data as our customer. Sometimes we share your personal data with partners, for example when you explicitly ask us to do so in order to take advantage of favourable offers. These partners will then be responsible for your personal data in accordance with their personal data policies.

We always enter into appropriate agreements for the sharing of your personal data with our partners and we never sell your personal data.

Contact details

Momento's address is Ringvägen 100, 118 60 Stockholm and its postal address is Box 4063, 102 61 Stockholm.

To monitor how we process personal data, we have appointed a Data Protection Officer whom you can always contact with questions regarding the processing of your personal data, preferably by e-mail to dataskyddsbud@momentobyraerna.se.

Personal data processed by Momento

Privacy policies can be difficult to understand and we endeavour to be as transparent as possible. In this section, we describe what personal data we process about you in two different ways.

Firstly, we divide the information into categories of personal data. Secondly, we divide the information according to where it comes from. We make these distinctions precisely to make this privacy policy understandable.



Categories of personal data

Momento processes different types of personal data about you, which we choose to categorise as follows:

- Identity information (e.g. first and last name and your national identity number)
- Contact details (e.g. e-mail address, telephone number and address)
- Payment information (such as your bank and account details)
- Case data (e.g. information on ongoing and closed cases)
- Device information (such as IP address and browser settings)
- Work-related data (e.g. profession and workplace of you as a contact person in connection with transport assignments)
- Information about the relative (e.g. contact person and name of child)
- Sensitive personal data (e.g. health and abuse data)

Where do we get personal data from?

Our goal is to make you feel safe when you provide us with your personal data. We are committed to respecting and protecting your personal data and privacy in accordance with applicable laws, industry agreements or industry practices. To help you better understand how we process information about you, we set out below our basic principles for processing personal data.

Information you provide to us

In the course of interacting with Momento in various ways, for example, by submitting an order request, you will provide information to us directly. Exactly what information we receive depends on the context of our interaction.

For example, we will always ask for your name, social security number and contact details when you submit an order request or enter into a contract with us.

Information we record about you

In connection with the case, we will create a case linked to you where we continuously update what we are doing in the case on your behalf.

In addition to the information you actively provide to us, you provide us with information in other ways, knowingly or unknowingly. For example, we use different types of tracking technologies on our website and in our emails to provide us with statistics and help us improve our services and offerings.



[For more information on how our website uses cookies and how to switch them off, click here.](#)

Information we receive from other sources

We may obtain information about you from publicly available sources. For example, we obtain information from public registers (SPAR) to ensure that we have the correct address details for you. We obtain information about you in the form of a family history report from the Swedish Tax Agency. We may also collect information on your creditworthiness from credit agencies, banks or credit reference agencies, where necessary.

When we carry out transport missions, we can get the information from staff at, for example, the hospital or care home where we pick up the deceased.

Why do we process your personal data?

Personal data processing "depends on"

In particular, the following describes some of the purposes for which we process personal data. To provide an overview of how we process your personal data, we have also produced overview maps at the end of this privacy policy that specify our personal data processing operations. In the overview maps further down, you can read more about the purposes of the processing, legal basis, retention period, as well as categories of personal data and recipients.

Purpose and legal basis

Momento processes your personal data for specific purposes. This means that we always define "why" we process your personal data. For each purpose we have identified a legal basis.

The most common legal bases for our personal data processing are:

- Agreement with you
- Legal obligations incumbent on Momento; and
- the legitimate interest of Momento.

In exceptional cases, for example to tell you about more of our services through marketing, we will obtain your explicit consent to process your contact information for this purpose. In these cases, you can withdraw your consent at any time and we will stop processing your personal data for this purpose.



For more information on why we process your personal data and what legal basis we rely on for each processing operation, we have produced the overview maps at the end of this privacy policy.

You can also always contact our Data Protection Officer with questions at dataskyddsbud@momentobyraerna.se.

Case management at Momento

Momento offers you the possibility to order products and services. When you fill in a free text box in a form on our website, the adviser uses the information for your meeting. We take notes on your funeral case on an ongoing basis in order to be able to administer, plan and carry out our work for you. We also do this so that we can invoice you correctly and fulfil the requirements of the Accounting Act, protect ourselves against complaints, keep statistics and offer you related services.

In addition to the information you provide to us for our case management, we may also collect technical information such as your IP address and technical information about the equipment used if required.

Specifically about our whistleblowing channel

Momento has a reporting system to be able to receive information from you about any irregularities in our operations and to be able to follow up on these cases.

We process the data you report, which may be data on misconduct including criminal suspicions and/or sensitive personal data. Data on misconduct reported including criminal suspicions is necessary to fulfil our legal obligation under the so-called Whistleblower Act (Act on the Protection of Persons Reporting Misconduct).

Sensitive personal data reported must substantiate misconduct and be needed to establish legal claims.

If you choose to remain anonymous, we ensure your anonymity through both technical and organisational security measures. If you choose not to remain anonymous, our system provider will process your personal data in order to make an initial assessment of how to proceed. Any data reported that is not relevant will be deleted by the provider. [Read more about whistleblowing here.](#)

When a reported case has needed to be followed up, the personal data in the case is deleted at the latest two (2) years after the case is closed.



Additional purposes

This Privacy Policy describes how and why we process your personal data, through the section above, as well as through the concluding overview maps. If Momento nevertheless wishes to use your personal data in any way that is not consistent with this policy, we will inform you of such intended use before, or at the latest, when your data is collected. In exceptional circumstances, where we have failed to inform you of such further use at the time of collection of your data, but before we start using your personal data in such a way.

How we share your personal data

Categories of recipients

We will only disclose your personal data to you or to those parties who need it for various legitimate reasons. We never disclose or share your data without a specific legal basis. Each organisation we disclose data to is responsible for managing your personal data securely and in accordance with the law.

We have categorised below the recipients with whom we share or may share your personal data into seven (7) different categories. For more information on when we share your personal data with others, please contact our Data Protection Officer at dataskyddsbud@momentobyraerna.se.

Parishes

We share personal data about you as a relative in your capacity as a client or contact person for the relevant parish or cemetery administration in connection with, for example, booking a funeral ceremony or burial.

Authority

We may share personal data about you with authorities when we are obliged to do so or when you specifically ask us to. For example, we will share your contact details with the relevant region when we carry out deceased transport for them.

Group companies

Sometimes Momento needs to share personal data about you as a relative in the capacity of an orderer or contact person with other companies within the Fonus Group. For example, you may want help with an estate inventory in connection with your funeral and you ask us to pass on your contact details to Familjens Jurist.



Suppliers

Sometimes we need to share your personal data with companies that process your personal data according to our instructions, so-called data processors. This category of recipients may include system providers and business consultants.

Co-operation partners

Momento works with local businesses (such as caterers and musicians) as well as national estate agencies to provide you with favourable offers on services such as funeral services and property valuations. We mainly share your contact details as a contact person or client with our partners.

Third country transfers

We endeavour to process your personal data only within the EU/EEA. When we need to share your personal data with recipients outside the EU/EEA we ensure that it only goes to countries that are safe enough (have adequate level of protection) or that we take other appropriate safeguards. These appropriate safeguards include, among others, the use of standard contractual clauses approved by the European Commission (European Commission standard contractual clauses) and always analysing and evaluating the legislation of the recipient country on our own initiative. Where we consider that the laws of the recipient country do not provide an adequate level of protection for your personal data, we take specific measures to ensure that the protection of your data is maintained during the transfer to the relevant non-EU/EEA country.

For more information on our transfers and safeguards for the transfer of personal data to recipients outside the EU/EEA, please contact our Data Protection Officer at dataskyddsbud@momentobyarna.se.

Your rights

The GDPR gives you as an individual a number of different rights to your personal information. Momento has procedures in place to enable you to exercise your rights. In addition, you always have the right to lodge a complaint with the Swedish Data Protection Authority (IMY) if you believe that the processing of your personal data is unlawful. More general information on your data protection rights can be found on the [IMY's website](#), together with its contact details.



If you wish to exercise your rights, or have questions about your rights in relation to Momento, please contact our Data Protection Officer at dataskyddsbud@momentobyraerna.se.

Right of access

You have the right to be informed that we are processing your personal data and to have access to your personal data, i.e. you can obtain a so-called register extract of the processing operations carried out. You also have the right to receive certain information about the processing as such (e.g. for what purpose we process the data).

Right to information

You have the right to be informed about how we process your personal data. We will inform you through this privacy policy and by answering your questions.

Right to rectification

The personal data we process about you must be accurate and up-to-date. You have the right to have inaccurate personal data about you rectified and to have incomplete data completed.

Right to erasure ("right to be forgotten")

As a data subject, you have certain rights to have your personal data erased by us. Please note that this does not apply to data that we need for the purpose of complying with legal obligations or defending ourselves against legal claims, as well as information that we need to fulfil a contract if you are or have been a customer of ours.

However, you may have the right to have your personal data erased if your personal data are no longer necessary for the purposes for which they were processed or if the processing is based on your consent and you withdraw it without there being any other legal basis for continued processing. You may also have the right to erasure if processing is based on a balance of interests and there are no compelling legitimate grounds that override your interests. Furthermore, you can request erasure if the processing is for direct marketing purposes and you object to this. You also have the right to have your personal data erased if it has been processed unlawfully, or if erasure is necessary to comply with a legal obligation.



Right to object

You have the right to object to Momento's processing of personal data that is based on one of our legitimate interests. If you object to such processing, we may only continue to process the data if we demonstrate that there are compelling legitimate grounds for us to process the data and where our interests outweigh your interests, for example where the processing is carried out for the establishment, exercise or defence of legal claims.

Objecting to direct marketing

Processing for direct marketing purposes will cease immediately if you object to such processing. Please note that you always have the right to withdraw your consent to receive advertising from us. You can do this either by clicking "unsubscribe me from mailings" at the bottom of any email you receive from us or by contacting us or our Data Protection Officer.

Where you have objected to direct marketing, we will keep this information on our internal opt-out list in order to fulfil your request not to be contacted by us.

Right to restriction of processing

You have the right to request that our processing of your personal data be restricted if the data is processed incorrectly, for example, if the data is not accurate, if the processing is unlawful, if the data is no longer needed for the purposes. If you have objected to the processing of your personal data based on our legitimate interest, you can request that we restrict the processing while we investigate whether we are entitled to continue with it. This right also applies pending an assessment of whether the alleged error exists. When a restriction ends, you have the right to be informed.

Right to data portability

In certain cases, you have the right to obtain the data you have provided to us and to have it transferred to another controller. This right applies when we process personal data by automated means and on the basis of your consent or on the basis of a contract.

Right to withdraw consent

If our processing of personal data has been based on your explicit consent, you have the right to withdraw it at any time. However, the withdrawal does not affect the lawfulness of the processing carried out based on the consent before the withdrawal.



You can withdraw your consent, for example, by contacting our Data Protection Officer at dataskyddsbud@momentobyraerna.se.

Security and data retention

How long do we keep your personal data?

We save your personal data for as long as it is needed to fulfil the agreement with you and to meet legal requirements in, for example, the Accounting Act. This means that we save your personal data for funeral services performed for a maximum of seven (7) years plus the current year.

Security and confidentiality

It is important for us to protect the personal data about you that Momento processes. Therefore, we have taken appropriate technical, organisational and administrative security measures to ensure that your personal data is only processed correctly. This includes restricting access to your personal data so that only those who need it have access to it.

Momento tests and evaluates our security measures annually and in the event of any type of security incident to constantly ensure that your data enjoys the high level of protection it deserves.

Updates and changes

Momento is constantly working to develop our business and our digital services. This means that we will also update this privacy policy on an ongoing basis as we plan to change how we use your personal data.

When we make major updates to how we process your personal data, for example for the purposes of the processing, we will notify you at least 30 days before the change takes effect by email, text message or by publishing a new version on our website.

The information on this page was last updated on 2026-03-03.



Overview maps

To provide an overview of how we process your personal data, our personal data processing operations are described below in overview maps. In the overview charts, we specify the purpose of the processing, the personal data processed for the purpose, the legal basis for the processing, the external parties that may access the personal data, and how long the personal data is processed for the purpose.

Purpose: to provide funeral services

Categories of personal data:

- Identity information
- Contact details
- Payment information
- Case data
- Unit information
- Work-related data (e.g. medical staff in transport missions)
- Information on family members
- Sensitive personal data

Legal basis:

Mainly contracts. The sharing of your personal data with specified categories of recipients takes place when we are obliged by law or the contract with you.

Categories of recipients:

- Group companies
- Parishes
- Suppliers
- Co-operation partners
- Authorities (e.g. when social services are the client)

Retention period:

We keep your personal data for a maximum of seven (7) plus the current year to fulfil the requirements of the Accounting Act.



Purpose: Securing our website

Categories of personal data:

- Unit information
- Information about how you use our website

Legal basis:

It is in Momentos's legitimate interest to secure our website, for example through backups to ensure business continuity and disaster recovery.

Categories of recipients:

- Service provider

Retention period:

This processing lasts for the time you use a service. After that, Momento saves visit and usage logs for a maximum of 30 days.

Purpose: Developing our business

Categories of personal data:

- Name of the organisation
- E-mail address
- Unit information
- Judgement made

Legal basis:

It is in our legitimate interest to measure customer satisfaction with the advice provided in order to better understand the customer experience and help us improve our services and offer.

Categories of recipients:

- Service provider



Retention period:

Personal data is stored for a maximum of two (2) years after completion of the customer survey.

Purpose: fulfilment of agreements with partners

Categories of personal data:

- Identity information
- Contact details
- Case data
- Details of deceased relative (for funeral transport)

Legal basis:

It constitutes a legitimate interest for Momento to fulfil our contractual obligations with third parties.

Categories of recipients:

- Suppliers
- Authorities (e.g. region in transport company)
- Group companies

Retention period:

Contracts are kept for as long as they are valid and then for up to seven (7) years.

Purpose: Marketing our products and services

Categories of personal data:

- Identity information
- Contact details

Legal basis:

We rely on your consent to make digital mailings and on our legitimate interest to notify you as our customer about related services and products provided by the



Fonus Group. You can unsubscribe from mailings at any time by clicking on the link at the bottom of the email.

Categories of recipients:

- Suppliers
- Authorities
- Group companies

Retention period:

We save your personal data for marketing our business for a maximum of two (2) years since you were last our customer, or until you withdraw your consent to marketing or unsubscribe from mailings via the link in the email.

Purpose: Communicating with you

Categories of personal data:

- Identity information
- Contact details
- Case data

Legal basis:

It is a legitimate interest for Momento to be able to communicate with you, for example as our customer, for example by e-mail to update you on the progress of your case with us.

Categories of recipients:

- Suppliers

Retention period:

We will keep your personal data for as long as we have a need to communicate with you, in principle until your case is closed, and at most for a maximum of (7) years plus the current year in accordance with the Accounting Act. You can object to us



using your personal data to communicate with you at any time and we will continue not to do so unless we have compelling reasons to do so.

Purpose: Ordering goods and services from you

Categories of personal data:

- Contact details
- Identity information
- Labour-related data

Legal basis:

Agreement.

Categories of recipients:

- Suppliers
- Partners (such as Parish e.g. for delivery to a memorial service)

Retention period:

We keep your personal data for a maximum of seven (7) years plus the current year to fulfil the requirements of the Accounting Act.