



Details of the changes to the Deceased Online website

To reflect changes in our contractual relationships with contributors of the burial and cremation records in our database, we have changed the way documents are priced and how you pay for them.

We are now acting as an agent for all new contributors of records to the website. This means that when viewing records from these contributors (mostly burial and cremation authorities, private cemeteries and crematoria) you are contracting directly with the contributor, rather than with Deceased Online (DOL) as before. There are a few contributors who are still on the original agreement type, where the website user contracts with DOL. The contractual arrangement for each contributor will be shown whenever you purchase access to their records.

To accomplish these changes we have altered how access to records is purchased. Previously you purchased credits, which were added to your account, at which point a receipt was issued; you then spent some of these credits to view records. Under the new scheme the tax point (the time of sale, when receipts have to be issued) has been deferred until record viewings are purchased.

Instead of a number of 10p credits, you now purchase *vouchers* from a range of Sterling currency values. These are similar to gift vouchers or book tokens, except they do not exist physically, just in your DOL account. Some or all of the value of a voucher is put towards the cost of viewing a record, which is now shown in monetary value instead of credits. Whereas you may have purchased £5 worth of credits (50 credits), you now purchase a voucher valued at £5. At this point you will be sent an acknowledgement, but it will not be a tax receipt; tax receipts are available for each record viewing purchased later, and can be viewed/printed on demand (if required) from your viewing history records.

The difference between store vouchers and DOL vouchers is that you can spend a part of a DOL voucher and still have the remainder to spend another time. Vouchers have the same lifespan as credits (currently 6 months), and unexpired unused vouchers have their expiry dates updated to that of any newly purchased vouchers. Expired unused vouchers can be resurrected within 6 months on purchase of new vouchers.

Previously, if you purchased enough credits at a time, they were supplied at a discount. And occasionally we had "buy-one-get-one-free" (BOGOF) offers on credit purchases, regardless of quantity. These two features have now been combined using the concept of a *bonus*. If you purchase a voucher of sufficient value, you will also be given a spending power bonus; so for example if you purchase a voucher for £25 you may be given a £2.50 bonus. Voucher balance and bonus balance are always shown separately in your account and, when you purchase access to a record, deductions will be made from your voucher balance and bonus balance in the same proportion as the voucher value was to the bonus value on purchase. In this way, because some of your bonus goes towards paying for the viewing, you are actually paying less than the list price.

The bonus percentages are higher the greater the value of voucher purchased. BOGOF and similar offers are implemented by adding the appropriate amount of bonus to a user's account: with BOGOFs you will get a bonus amount equal to the voucher value, and amounts will be taken equally from both to pay for record viewings, thereby allowing your voucher to buy twice as much.

Example

- *You purchase a voucher for £25 and receive an additional bonus of £2.50.*
- *You then purchase a view of a burial register entry, listed at £2.00.*
- *Amounts are deducted from the voucher value and the bonus in the relevant proportion to pay for the viewing: 1/11 of the cost of viewing (£0.18) will be deducted from the bonus and 10/11 (£1.82) from the voucher balance.*
- *Thus you actually pay only £1.82 for a £2.00 viewing because part of the cost was provided from the bonus which you received for purchasing a £25 voucher.*
- *Your voucher balance now stands at £23.18 and your bonus balance at £2.32.*

It may happen that deductions for a viewing have to be made from more than one voucher, each with different bonuses. Vouchers are always used up in the order in which they were purchased, and unused voucher balances can be used for subsequent viewings.

If you already have some of the old credits in your account, these will have been converted to vouchers *at face value*, even if you purchased the credits in quantity at a discount! So, if you purchased 200 credits but only paid £19.00 for them, any unused credits will have nevertheless been converted at the full 10p each, not the discounted 9.5p.

Summary of changes

- Instead of 10 pence Credits, you purchase Vouchers for varying Sterling currency amounts, similar to book tokens except you don't have to spend them all in one go.
- The cost to view records will be shown in Sterling currency, not credits.
- If you buy higher value vouchers you will be awarded bonuses, which will be used towards the cost of viewing documents.
- The tax point will be moved to the time of purchase of viewings, with a receipt available on demand for each viewing via your viewing history.
- When purchasing views of some records you will be contracting directly with the record provider, while for other records you will be contracting with Deceased Online as before.
- Any existing credits in your account have been converted to vouchers at the full face value of 10p each, even if you paid less for them originally due to volume discount.

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