

Privacy Policy

You have trusted us to take care of your eyes. You can also trust us with your personal details. Our Privacy Policy means that we respect any personal information that you provide us with, or that we ascertain from your eye examination, from any purchase of our products and services or any other interactions with us.

In this privacy policy, when we refer to you, we mean the person whose personal information we collect, use and process. This includes anyone who contacts us in connection with the products and services we provide or who otherwise interacts with us including, for example, on our website or in the practice.

We may collect and process information about you including:

your name

your date of birth

your contact phone numbers (including mobile)

your email and postal address

your relevant health details including current and past eye or health conditions, general health conditions and glasses and contact-lens prescriptions, current medication details, correspondence between your optometrist and your GP or ophthalmologist;

your examination and test results

your payment details

your employment, lifestyle and driving information

details of any prescription supplied to you by your healthcare professional or medical practitioner

information that you provide by filling in forms on our website

details of your visit to the website and any transactions you carry out on the website

any information or images you give us when you use our virtual try-on technology;
and

any other information you have voluntarily given us.

We mainly collect this information from you when you give it to us voluntarily, but we may also collect it from other sources if it is legal to do so. This includes from the NHS or other healthcare providers, institutions or people you have authorised to provide information on your behalf.

How and why we use your personal data

Your personal data is processed for the following reasons, so that we can provide you with the best possible eye care and customer service. We will only process your information if we have a lawful basis to do so. The lawful bases we rely on are;

We rely on our legitimate interests to provide you with a professional eyecare in the most secure and appropriate way:

To perform eye examinations so we can understand your eye health and any medical conditions

To determine your prescription for eyewear and dispense your eyewear.

To book your eye examinations.

To confirm your appointment

To contact you about changes to our service that could affect or inconvenience you.

To send you reminders about your eye examination. Regular eye tests are important.

To send you communication regarding eye health.

To send you direct marketing communications about our products, offers and discounts by post, email, sms, telephone and social media. You can opt out of these communications at any time.

If you are browsing our website, we will not collect any information which will identify you by name. However, we will collect information using cookies or traffic data which uses IP addresses or other numeric identifiers, which analyse how people use our website. See Cookies policy.

To communicate with you as well as send you healthcare information, details of special offers and discounts relevant to you.

So we can respond to complaints, queries and any claims made against us.

We rely on contractual obligations when we process your information to fulfil an arrangement, we have made with you:

Administration of your online account

To process any transactions when you purchase our goods and services

To payment card processors to process credit and debit card payments and store payment information; for example Worldpay and Paypal.

So we can provide our products and services to you

To meet our contractual obligations

We rely on legal obligations where we have a statutory or other legal obligation to process the information, such as for the investigation of crime:

We may need to make your personal data available to other optometrists, medical practitioners, health and social care providers or the NHS

Regulators may request information when carrying out their functions

Other third parties who have a legal right to access personal data eg the police our insurers, external auditors and investigators

Other companies who provide us with updated personal information e.g. changes to your contact information, deceased indicators

If you choose to exercise your data rights e.g. a subject access request

So we're able to meet our obligations as registered and dispensing optometrists

So we can respond to any complaints or claims we receive from regulators or other third parties

Fraud prevention and detection

Health and safety of members of the public, our staff and our customers

How long do you keep my information for?

We will keep personal information for as long as is reasonably necessary (or as defined under healthcare laws and regulations which apply) to provide products and services, including aftercare services, and to maintain records as needed to satisfy tax and other legal or regulatory requirements, as well as to protect and defend against claims.

We may reveal your personal information to other people, including in the following circumstances.

We may reveal personal information to health authorities, including NHS or national equivalent bodies.

We may pass personal information to external agencies and organisations, including the police and other law-enforcement agencies to prevent and detect fraud (including fraudulent transactions) and criminal activity. These external agencies may check the information we give them against public and private databases and may keep a record of those checks to use in future security checks.

If a claim is made, or could be made, against us or, we may pass personal information to our insurers.

If we sell or buy any business or assets, we may reveal personal information about you to the prospective seller or buyer of that business or the assets.

If we (or substantially all of our assets) are bought or taken over by another, personal information we hold about customers will be one of the assets transferred.

We may pass your personal information to others to keep to any legal obligation (including court orders), to enforce or apply our terms and conditions of use of website or other agreements we have with you, or to protect our rights, property and safety or those of our customers, employees or others.

Our cookie policy

We use cookies to improve how our website operates. You can find more information in our Cookie Policy.

How can I update or change my personal information?

You can update or change your personal information at the practice, or by contacting us at jacksonsopticiansnantwich@gmail.com

What rights do I have?

You have certain rights under UK data-protection legislation, including the option to:

access your personal information – we may charge a fee if we are allowed to do so by law;

correct your personal information if it is inaccurate or incomplete;

erase your personal information and prevent further processing in specific circumstances and where there is no other legal reason for us to continue keeping or processing that information. These include for example:

if the personal information is no longer needed in relation to the purpose for which it was originally collected or processed;

if you withdraw your permission;

if you object to us processing your personal information;

if you ask us to stop processing your personal information (although we are entitled to store your personal information, we cannot further process it if you ask us not to);

if we move or transfer your personal information to another organisation; and

if you object to us processing your personal information in the following circumstances.

If processing is based on legitimate interests or carrying out a task in the public interest or when exercising an official authority.

If information is processed for direct marketing.

If information is processed for purposes of scientific or historical research and statistics.

To ask for any of the above rights, please contact the practice on jacksonsopticiansnantwich@gmail.com

What choices do I have?

We may use your personal information to contact you about our products and services.

If you do not want to receive marketing material, including special offers and discounts you can let by emailing us at jacksonsopticiansnantwich@gmail.com

You can choose to stop receiving marketing emails from us by following the unsubscribe link and instructions on the marketing emails we send you.

Protecting personal information

We use a variety of security technology and procedures to help protect your personal information from unauthorised access and use. Examples of these include.

Encryption, meaning that information is hidden so that it cannot be read without special knowledge (such as a password). This is done with a secret code or what's called a 'cypher'. The hidden information is said to then be 'encrypted'.

Controlling access to systems and networks as this allows us to stop people who are not allowed to view your personal information from getting access to it.

Training our staff so we make them aware of how to handle information and how and when to report when something goes wrong.

Regular testing of our technology and ways of working, including keeping up to date on the latest security updates.

Updating our Privacy Policy

We may update this privacy policy from time to time. Any updates will take effect as soon as they are posted on our website.

Contact us

If you have any questions about this privacy policy, please contact us at jacksonsopticiansnantwich@gmail.com

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