

## Allister and Simpson Opticians Privacy Policy

*March 2024*

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 examinations and from any purchase of our products and services or any other interactions with us.

### **Our contact details**

Name: Mark Simpson

Address: 9 The Cross, Neston CH64 9UB

Phone Number: 0151 336 6629

E-mail: [info@allisterandsimpsonopticians.com](mailto:info@allisterandsimpsonopticians.com)

### **The type of personal information we collect**

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, such as:
  - current and past eye health conditions, general health conditions and glasses or contact lens prescriptions;
  - medication details
  - communication between your optometrist and your GP or ophthalmologist;
- your examination and test results;
- your payment details;
- information about your employment and lifestyle and whether you drive;
- 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 e.g booking appointments online
- any information or images you give us when you use our Eye ruler for any XR varifocal lenses;
- Your image through CCTV cameras
- any other information you have chosen to give us.

## **How we get the personal information and why we have it**

We mainly collect this information from you when you have chosen to give it to us. But we may also collect it from other sources if it is necessary and legal to do so, including from:

- the NHS or other healthcare providers or institutions;
- people who have your permission to provide information on your behalf (for example, your parents or guardians);
- Other optician's practices to seek out previous history for dispensing or eye health care

We process this information in order for us to deliver the best eye health care to patients. Your information will only ever be processed on the lawful basis.

(a) Your consent. You are able to remove your consent at any time. You can do this by contacting [info@allisterandsimpsonopticians.com](mailto:info@allisterandsimpsonopticians.com)

(b) We have a contractual obligation.

(c) We have a legal obligation.

(d) We have a vital interest.

(e) We need it to perform a public task.

(f) We have a legitimate interest.

### *Legitimate interests include:*

- To perform eye examinations so we can understand your eye health and any medical conditions.
- To work out and dispense your prescription for glasses and contact lenses.
- To book your eye examinations.
- To confirm your appointments. We will send you confirmation by text message if you book online. If you book over the telephone we will remind you via text message or telephone call.
- To contact you about changes to our service that could affect or inconvenience you.
- To send you examination recall reminders 4 weeks before you are due your next visit.
- To send text messages requesting Google reviews, we use this feedback in order to improve our service.
- To respond to complaints, queries and any claims made against us.

**Legal obligations – there may be times when we have a legal reason for needing to share and process your personal information you have given us, including for the following reasons:**

- We may need to make your personal information available to other optometrists, medical practitioners, health and social care providers, or the NHS.
- We may need to respond to any complaints or claims we receive from our regulators or other third parties.
- We may need to share your information with other third parties who have a legal right to access it (for example, the police, our insurers, external auditors, and investigators).

- We will need to process your information if you ask us for a copy of the personal information we are holding. This is known as a 'subject access request' and is one of the rights you have under the General Data Protection Regulation (GDPR).
- We have to process your personal information to meet our responsibilities as registered and dispensing optometrists.

We retain all or part of your Personal Data for the time strictly necessary for the reason

1. to meet applicable statutory requirements for data retention,
2. to meet and comply with our legal and/or contractual obligations,
3. to protect and defend legal claims,
4. for as long as necessary to carry out each of the purposes mentioned in this Data Protection Privacy Notice, including for the purposes of satisfying any legal, accounting, reporting requirements.

Once we have established that there is no longer a legal, contractual or other basis to retain your Personal Data, it may be deleted or anonymised. Where it is anonymised, it can no longer be used to identify you directly or indirectly.

In particular, we inform you that our retention policy requires us to retain customer personal data as follows:

- For adults – 10 years after you were last seen, even if since deceased.
- For children and young people being 18 years and younger – 10 years after they were last seen or until the patient's 25th birthday, if later. If the child or young person has died, the records will be retained for 10 years after they were last seen.

### **How we protect your personal information**

We have put in place appropriate security measures to prevent your Personal Data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your Personal Data to those employees and other third parties who have a business need to know. They will only process your Personal Data on our instructions, and they are subject to a duty of confidentiality. Allister and Simpson opticians also requires its staff to participate in information security trainings at least once per year.

## **Your data protection rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [Info@allisterandsimpsonopticians.com](mailto:Info@allisterandsimpsonopticians.com), address to Mark Simpson if you wish to make a request

## **Opting out of sharing your data -NHS**

You can choose whether or not your data is used for research and planning. There are different types of data-sharing you can opt out of.

This is called the National Data Opt-out.

- To opt out online or find out more, visit [Setting or changing a national data opt-out choice - NHS England Digital](#)
- If you choose this opt-out, NHS Digital and other health and care organisations will not be able to share any of your personal data with other organisations for research and planning, except in certain situations. For example, when required by law.
- If you want to check if you have opted out, you can enter your details again at [Make your choice](#) or check your settings in the [NHS App](#).

You can opt out, or opt back in again, at any time.

If you choose to opt out of sharing your data, your personal health information will still be used to make sure you get the treatment and care you need.

### **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at [Info@allisterandsimpsonopticians.com](mailto:Info@allisterandsimpsonopticians.com) address to Mark Simpson.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>