

# Privacy Policy

Optical 3 collects and uses personal data for a number of different purposes. This policy sets out the following:

- How and when we collect personal data
- How and why data is processed
- Which organisations data is shared with
- How long data is held for
- Rights to access your personal data and withdrawal of consent
- The process by which queries and complaints can be raised

## How and when we collect personal data

Optical 3 provides General Ophthalmic Services using the lawful basis of Public Task. For all other processing within our practice the lawful basis is Legitimate Interest.

Optical 3 collects personal data from Patients directly as part of the registration process with our practice under the lawful basis of legitimate. This data is also collected throughout the provision of service on an on-going basis as a matter of course. Personal data can also be amended by our Patients at any point throughout the year by contacting the Data Protection Officer and completing the relevant data change form.

## How and why data is processed

Optical 3 collects and uses personal data using the lawful basis of Legitimate Interest. It is used for the purposes of maintaining consistent and accurate ocular health information and for the referral of further treatment if necessary. We also use the data to contact Patients for reminder letters for when their next appointment is due. We share any data collected for the Eyeplan scheme directly with Eyeplan for the purpose of eligibility for the scheme, payment and claims only with your express consent.

## Which organisations your data is shared with

Optical 3 will share personal data with other medical bodies and agencies as appropriate for the continued care of your eye health and well being. This can include hospitals, GP's and other medical institutions as required for your eye health needs using the lawful basis of legitimate interest. In each instance data is shared, an explanation will be given and consent recorded as required. Personal data will also be shared with NHS England in certain instances for the purposes of audit and making accurate claims for NHS funded sight tests. Optical 3 does not share any personal data with any 3rd parties for marketing purposes and personal data is never sold on. How long your personal data is held for

Due to the nature of the industry and the need to maintain consistent records of your eye health, we keep personal data on file according to the time scales required for the industry. These time scales are available on request. This means we can provide effective records for transfer and ocular health information kept. By keeping this data recorded, we are in a position to provide this if requested by the individual concerned.

## Rights to access your data and withdrawal of consent

Patients may request a copy of the records we hold at Optical 3 at any time. There will be no charge for this service unless the amount of information requested is excessively large or the requests are repetitive.

Service Users can withdraw their consent for Optical 3 to hold their information at any time. Optical 3 would not be able to provide information in the future.

A summary of individual's rights in relation to the rules set out in the General Data Protection Regulation (GDPR) can be found at <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>.

## Queries and complaints

Patients may raise a query or complaint about Data Management through Optical 3 itself by contacting the Data Protection Officer in writing at the following address:

Felicity Williams  
Data Protection Officer  
Optical 3 Opticians  
9 Leicester Road  
Anstey Leicester LE7 7AT

If a Patient is not satisfied by the resolution to the issue raised, they may contact the Information Commissioner's Office, which is the regulating body for this area.