

Woodhouse

THE OPTICIANS

Woodhouse Opticians (L. Woodhouse Ltd) Privacy Policy

01/08/2022

Our contact details

Name: Woodhouse Opticians

Address: 62-64 Highfield Road, Blackpool, Lancs, FY4 2JF

Phone Number: 01253 341955

E-mail: info@woodhouseopticians.co.uk

At Woodhouse Opticians, our optical practice and staff are members of your local healthcare team. We aim to provide you with the highest quality of healthcare. To do this, we need to keep records about you, your health and the care we have provided or plan to provide to you. We know that you value your privacy and the security of personal information held about you.

The type of personal information we collect

We currently collect and process the following information:

- Basic details about you, such as address, date of birth, next of kin, contact numbers;
- Details of your spectacle or contact lens prescription;
- Details of glasses or contact lenses supplied to you;
- Other details and notes about your health and medical treatment;
- Records of medicines you have been prescribed by your doctor;
- Information relevant to your continued care from other people who care for you and know you well, such as other health professionals and relatives.
- Any other information you give voluntarily

How we get your personal information and why we collect it

Most of the personal information we process is provided to us directly by you or a parent or carer for one of the following reasons:

- As part of providing a professional, safe and efficient service, there is certain information that we record. This includes details about your ocular health, your general health, advice given and referrals made to other health professionals. This information won't be shared with anyone else except under the circumstances described below in 'Sharing Information'.

We use the information that you have given us in order to

Ensure that we provide you with the best and most appropriate products and services. In addition to your ongoing eye care, we will remind you when appointments are due and suggest relevant products or services that we believe would be of interest. We use your contact information to respond to queries from you, and where appropriate your bank details to collect Direct Debit payments as agreed. We may occasionally contact you to ask for your feedback on services we have provided and to offer the opportunity to trial new products. From time to time, we also update you on forthcoming events or changes to pricing structures.

We may share this information

The information held about you will not be shared, unless:

- You ask us to do so;
- We ask and you give us specific permission.

The types of people we may ask you for permission to share information with include your doctors (GP and hospital) and other health professionals including the NHS. Anyone who receives information from us also has a legal duty to keep this information confidential, subject to recognised exceptions of the types listed above.

We may also pass information to external agencies and organisations, including the police, for the prevention and detection of fraud and criminal activity. Should any claim be made, we may pass your personal information to our insurer.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- (a) Your consent. You are able to remove your consent at any time. You can do this by contacting 01253 341955**

You are entitled to access the personal information that we hold on you; any such request should be made using our contact details. If any data we hold is inaccurate, this will be corrected promptly on request. In certain circumstances you can request that we erase your data which we will do where this would not prevent us meeting our legal and regulatory obligations. You may ask that we do not send you communications using any of the contact details we hold on our records. This may include your email, SMS, telephone and postal information. You may also request that we restrict our communications to clinically necessary messages. Your personal preferences can be changed at any time by using our contact details below.

(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.

How we store your personal information

Your information is securely stored.

To provision and manage our services, your data is stored and processed by Business Measurement in the cloud. Direct Debits, if taken, will be processed by us and by Truevo Coopervision Ecommerce and Adaro Optics Ltd. Any third-party company is only permitted to process your data for the specified purposes and in accordance with our instructions.

We retain your information for as long as reasonably necessary to provide our products and services and to maintain records to satisfy legal requirements.

In accordance with **GOC** Guidelines (**General Optical Council**), we must retain records for a minimum of seven years.

This policy applies to the following:

- Appointment diaries
- Telephone consultations
- Spectacle records
- Contact lens records
- All records are retained for 10 years from the date of last seeing the patient.
- Records of children are retained until they are 25 and it is 10 years since they were last seen
- Records of the deceased are kept for 10 years
- Records are destroyed by shredding or deleting from our system

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 if you wish to make a request.

We reserve our right to make any changes and updates to this privacy policy without giving you notice as and when we need to. Our most up to date privacy policy is always available on our website.

NHS patients

If you are an NHS patient, we are obliged to provide the portion of your record that relates to NHS services to authorised persons within the NHS (who are in turn subject to a duty of confidentiality) if they request this. This is usually to confirm that we have provided the NHS services that we have been paid for, and to improve quality of care. It is also possible that the NHS may contact you to ask if you have received services (such as a sight test or spectacles) as part of this monitoring.

We adhere to the guidelines of the College of Optometrists and the GDPR Regulations and will not pass any of your personal information to a third party without your consent, unless there is a clear public interest duty to do so.

We do not sell your information to third parties. We may send you promotional material or newsletters from time to time, but this will be minimal i.e., 2-3 times per year. If you do not wish to receive any promotional material or newsletters from us in electronic format, please let us know.

Within the practice we may use your information to analyse trends, or to audit our performance. This enables us to monitor and improve the quality of care that we offer you. Wherever possible (i.e. if we do not need to know who an individual patient is) we will

only analyse trends from anonymised information.

You are entitled to a copy of the information we hold for you. There would be no charge for this; however, should you request further copies we may make an administrative charge for providing the information. This would be no more than £10. If you wish to see your records, we will respond as quickly as possible, and in any case are required to do so within one month**.

You will need to provide us with your consent if you wish us to pass your information to another optometrist.

If you have any queries about this policy, please contact us and we will be happy to help.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at info@woodhouseopticians.co.uk or in person at Woodhouse Opticians.

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>

