

## Privacy Notice

At Probert & Williams Eye Care we take privacy very seriously. We appreciate that you have trusted us with your eye care and you can trust us with your personal details too.

Our Privacy Notice means that we respect any personal information that you provide us with, or that we ascertain from your eye tests, from any purchase of our products and services or any other interactions with us.

Probert & Williams Eye Care are registered data controllers of your personal data for the purposes of applicable data protection legislation.

In this statement, references to **you** means 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 otherwise interacts with us including, for example, via our website at [www.probertandwilliams.co.uk](http://www.probertandwilliams.co.uk) (the **website**) or in the practice.

### **What personal information is collected?**

We may collect and process information about you for the purposes of healthcare and marketing including:

- your name
- your date of birth
- your contact telephone numbers (including mobile)
- your email and postal address
- your relevant health details including (a) current and past eye, health/conditions, general health condition and spectacles, contact lens; (b) current medication details; and (c) correspondence between optometrist and your GP/ophthalmologist
- your examination and test results
- your payment details
- your employment/lifestyle/driving information
- details of any prescription supplied to you by your healthcare professional or medical practitioner
- any relevant family history of ocular and general health disease
- 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 other information voluntarily provided to us by you from time to time

We collect information about you when you register with us or place an order for products or services. We also collect information when you voluntarily complete patient surveys, provide feedback and participate in competitions. Website usage information is collected using cookies.

### **How is that information used?**

Probert & Williams Eye Care may use your personal information for the purposes of:

- your eye care treatment
- providing our products and services to you
- letting you know when your next appointment is due and reminding you to book a test if you have not had one for a while
- marketing products and services we think may be of interest to you
- undertaking customer service surveys to ensure we continually improve our services to you
- helping us review, develop and improve the products and services we offer, for example through research, analysis and planning
- notifying you about changes to our products and services
- responding to queries from you
- processing and retaining personal data relating to your credit/debit card and order details to enable the fulfilment of your order and to deal with any queries or refunds of payment
- carrying out security checks to protect against fraudulent transactions at or following any purchase or order you make to prevent and detect criminal activities. For example, we may undertake verification checks to identify any discrepancies with your payment details
- responding to and addressing any claims made against us
- using cookies and traffic data
- to comply with laws or regulations applicable to Probert & Williams Eye Care, including prevention and/or detection of non-compliance
- maintaining records for tax, compliance with laws, defence of claims and other corporate purposes
- managing and administrating insurance claims

The legal bases for processing this data when we provide services under the NHS General Optical Services (such as a sight test funded by the NHS), our legal basis for processing personal data in respect of that service is public task. Otherwise our legal basis is legitimate interests.

In order to provide you with the products and services described above, we hold copies of your personal information at:

- Probert & Williams Eye Care branches at:
  - 15 Baker Street, Aberystwyth, SY23 2BJ
  - 17 Market Street, Aberaeron, SA46 0AU
  - 21 Heol Pentrerhedyn, Machynlleth, SY20 8DG
- In a suitably encrypted electronic format held at the 15 Baker Street branch

If you do not register as a patient with us in-practice but contact us by email at [eyecare@probertandwilliams.co.uk](mailto:eyecare@probertandwilliams.co.uk) you will be providing us with personal information about yourself, including your email address, name and contact details. This may also include medical information, where volunteered by you.

If you are simply browsing our website we will not collect any information which will identify you by name. However, we will collect information using cookies and/or traffic data which

uses IP addresses or other numeric identifiers, which analyse navigation and use of the website.

More information on cookies use is set out below.

## **Marketing**

We would like to send you information about products and services of ours which may be of interest to you. If you have consented to receive marketing, you may opt out at a later date.

You have a right at any time to stop us from contacting you for marketing purposes.

If you no longer wish to be contacted for marketing purposes, please call 01970 611 666, email [eyecare@probertandwilliams.co.uk](mailto:eyecare@probertandwilliams.co.uk) or write to us at Probert & Williams Eye Care, 15 Baker Street, Aberystwyth, SY23 2BJ.

## **How long is the information kept for?**

Personal information will be retained by us for as long as is reasonably necessary, and as defined under applicable healthcare laws and regulations, to provide products and services, including aftercare services, and to maintain records as required to satisfy tax and other legal or regulatory requirements, as well as to protect and defend against claims.

## **Who is personal information shared with?**

When you place an order for products or services the data controller of the personal data will be Probert & Williams Eye Care.

We may from time to time disclose your personal information to third parties, including in the following circumstances:

- We use third parties to help us process personal information, but they may not use it for other purposes. We may use the information we receive from third parties to supplement, improve and add to our databases of customer details
- We may disclose 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, for the prevention and detection of 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 such checks to use in future security checks
- We may pass personal information to our insurers in the event that a claim is made or could be made against us
- In the event that we sell or buy any business or assets, we may disclose personal information about customers to the prospective seller or buyer of such business or assets
- If we or substantially all of our assets are acquired by a third party personal information held by us about customers will be one of the transferred assets

- We may pass certain personal information to your employer, where you have been referred to us as a corporate eye care customer
- We may pass your personal information to third parties in order to comply with any legal obligation (including court orders), agreements we have with you or to protect Probert & Williams Eye Care's rights, property and safety or those of our customers, employees or other third parties
- Where you are an Eyeplan (Eyeplan Ltd.) member we share, with your permission, information including name and address, telephone, email details, bank account information and/or other payment information, and contract information including payment instruction and payment amendments.

### **How is personal information processed?**

We take reasonable steps to ensure that your personal information is adequately protected in accordance with the requirements of the UK data protection law.

### **Cookie policy**

We use cookies to improve the operation of our website. Further information is available in our Cookie Policy.

### **How to update or amend personal information**

You can update or amend your personal information by speaking to one of our front of house staff or by notifying us at [eyecare@probertandwilliams.co.uk](mailto:eyecare@probertandwilliams.co.uk)

### **What rights do you have?**

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

- Access your personal information
- Rectify 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 lawful ground for continuing to retain and process that information. These include, for example, where the personal data is no longer necessary in relation to the purpose for which it was originally collected/processed, where you withdraw consent, or where you object to us processing your personal information
- Block or suppress processing of personal information. While we are entitled to store your personal information, we cannot further process it if you request it to be blocked
- Move, transfer or port your personal information to another organisation; and
- Object to the processing of your personal information:
  - if processing is based on legitimate interests or the performance of a task in the public interest/exercise of official authority
  - processed for direct marketing
  - processed for purposes of scientific/historical research and statistics

To request any of the above rights, please contact our reception staff or send an email to [eyecare@probertandwilliams.co.uk](mailto:eyecare@probertandwilliams.co.uk)

### **What choices do you have?**

Probert & Williams Eye Care may use your personal information to contact you in relation to our products and services, for example we will send you non-marketing material, such as letters or emails to remind you when your due an appointment.

You may change your marketing preferences at any time either in reception or by emailing [eyecare@probertandwilliams.co.uk](mailto:eyecare@probertandwilliams.co.uk) or phoning reception at our Aberystwyth branch on 01970 611 555.

### **Protecting personal information**

We use a variety of security technologies and procedures to help protect your personal information from unauthorised access and use.

We follow the best practices recommended by the Information Commissioners Office and make every attempt to comply with the latest data protection legislation including the GDPR.

### **Updating Our Privacy Notice**

We may update this Privacy Notice 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 our Privacy Notice, or you would like to change any of the preferences you have selected in our practice or online, contact [eyecare@probertandwilliams.co.uk](mailto:eyecare@probertandwilliams.co.uk)

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