

# **THE S2 OPTICAL COMPANY LTD t/a THE EYE ZONE**

## **POLICY ON HANDLING PATIENT DATA - JANUARY 2021**

The S2 Optical Company Ltd is registered with the ICO. (Registration number **ZA842889**)

### **WHY WE COLLECT AND PROCESS PERSONAL DATA**

Your data is collected and processed for the purpose of health services, such as an eye examination or other services we may provide; and for relevant marketing or other relevant communications such as appointment reminders. Our lawful basis for processing this data is for legitimate interest. If we are providing a service under the NHS General Ophthalmic Service (GOS) Contract, such as an eye examination, our lawful basis for processing your data is for public interest.

Our patients' personal data will only be processed for marketing purposes with their consent or to meet a legitimate interest. This means that we can tell you about products or services that may be relevant to you. However, if you do not wish for us to process your data for marketing purposes, please let us know and we will amend your privacy requirements.

We follow strict legal guidelines for processing and protecting data and do so under the special category of the provision of healthcare.

### **THE TYPE OF DATA WE MAY COLLECT AND PROCESS**

The personal data of patients that we may collect and process includes:

- Your name, contact details including contact telephone number(s) and email address and personal identifiers such as but not limited to your date of birth.
- If you are attending in the capacity of a parent/guardian, your contact details may be required for any relevant consent forms or GOS forms.
- Not limited to but including your general and ocular health history, your family medical and ocular history, any relevant signs or symptoms you present to us with, your recreational hobbies and interests and whether you drive or not.
- Details of prescribed medicines, spectacles and contact lenses
- Details of examinations and other healthcare service examinations and treatments we provide
- Information which may be provided by other healthcare providers, people or relatives that care for you which is relevant to you or your care.

### **HOW WE HOLD YOUR PERSONAL DATA**

- Your personal data is kept securely in our manual filing and electronic systems. Your records are only accessible to healthcare professionals working at the practice or those under their supervision.
- Under the guidance of our regulatory, professional and general NHS guidance, we must retain your data for 10 years after our last contact with you before it is destroyed confidentially. If the data we hold about you was collected before your 18<sup>th</sup> birthday, it will be held until your 25<sup>th</sup> birthday or for 10 years after our last contact with you, whichever is the later.

## **HOW WE MAY SHARE YOUR DATA**

Your data will be treated in the strictest confidence and only be shared where necessary.

This may include but will not be limited to:

- Healthcare professionals working at this practice and those under their supervision
- Healthcare professionals and those under their supervision at other optical practices, for reasons such as passing on your spectacle prescription. This will only be done with your consent.
- Your GP, secondary care health professionals such as ophthalmologists and other healthcare providers and commissioners in relation to any ongoing healthcare treatment or referrals.
- Service providers for the purpose of fulfilling your orders for optical appliances such as spectacles and contact lenses.
- Our IT/software providers for patient record and invoicing systems and any relevant financial companies so that we can ensure your records are kept up to date and to arrange payments for services or products provided to you.
- Suppliers of optical products such as contact lenses where you have requested that the product(s) is delivered directly to you, thereby sharing further data including your receiving address.
- Regulatory bodies such as the NHS or General Optical Council (GOC) who have the right to inspect our records in the interest of public safety.

## **YOUR RIGHTS**

You have a legal right in respect of any personal data we may hold about you. The rights which are relevant to the way we use your personal data include: (Full guidance can be found on the Information Commissioner's Office (ICO) website)

- The right to be informed as to how we use personal data. This notice gives that information.
- The right to object – you may object to us processing your data for marketing or healthcare purposes however if we can show our legitimate interest in continuing to process your data, or we are processing your data in respect of a legal claim, then that overrides your rights.
- The right of access – if you ask us for the personal data we hold about you we will provide it within one month, free of charge. We will require a request made in writing and if this request does not relate to your personal data, then we will require consent from the person whose data the request relates to. There may be an administration charge if a duplicate request is made.
- The right to rectification – if any of your personal data is inaccurate or incomplete, we will correct this within one month, unless a longer period is needed for which you will be informed.
- The right to erasure – If you ask us to destroy your personal data, we will do so if there is no legitimate or legal reason to continue processing the data. However, under the guidance we must follow, as mentioned in the “How we hold your personal data” section above, we have a duty to keep your record for the specified time. All requests to destroy data will be discussed with you.

## **CONTACTING US AND THE ICO ABOUT YOUR PERSONAL DATA**

If you have any questions or concerns about the way your personal data is processed please contact our Data Protection Officer, Amit Samani on 0208 567 2020 or email [info@eyezoneopticians.co.uk](mailto:info@eyezoneopticians.co.uk).

If you have a complaint about the way in which we handle your data and for which you do not feel we can resolve, then you have the right to contact the ICO on 0303 123 1113 or via their website at [www.ico.org.uk](http://www.ico.org.uk)