



Saxby's Eye Care Privacy Statement

Saxby's Eye Care is committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be collected, processed and how we will treat it. This privacy notice supplements any other notices in relation to how we handle your personal data and is not intended to override them.

If you have any questions about this notice including requests to exercise your legal rights (detailed below) please contact the Saxby's Eye Care using the contact details below.

Contact Details

Full name of legal entity: MAFHS Limited trading as Saxby's Eye Care
Email address: info@saxbys-eyecare.co.uk
Postal address: 2 Houchin Street, Bishops Waltham, Hants, SO32 1AR
Telephone number: 01489896330

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Information we may collect from you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect and process the following data about you:

- Identity Data includes first name, last name, age, gender, marital status.
- Contact Data includes email address, telephone numbers and address.
- General health and any particular health issues.
- Eye test results and your current and past prescriptions.

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of patients of a particular age or whether an NHS or private patient.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership). Nor do we collect any information about criminal convictions and offences.



If You Fail to Provide Personal Data

Where we need to collect personal data by law, or in order for Saxby's Eye Care to perform its role correctly you fail to provide that data when requested, we may not be able to perform our role fully. In this case, we may have to cancel a service you have with us but we will notify you if this is the case at the time.

How we collect your Personal Data

- Information that you provide by filling in forms when visiting the practice. This includes information requested verbally and entered into our practice management database or onto paper records by the staff
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.

Purposes for which we use personal data

We use patient's data to provide the best ophthalmic service we can. This includes the conduct of the eye examination and the dispensing of spectacles or contact lenses that are suitable for a patient's use.

We do not send marketing material by email.

We use letters, email and SMS text to advise when an eye examination or contact lens check is due or to advise when spectacles or contact lenses are ready for collection.

We may use email to respond to requests for appointments.

Disclosure of your Information

We may disclose a patient's personal information only to selected recipients. These include:

- GPs
- Eye hospitals
- Other ophthalmic services (see Saxby's Eye Care Policies Appendices 7 and 8)

Your Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. Please click on the links below to find out more about these rights:

Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.



No Fee Required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What We May Need From You

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time Limit to Respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Changes to our Privacy Policy

This version of the privacy notice was last updated on 23rd May 2018.