**Private Policy**

You have trusted us to take care of your eyes. You can also trust us with your personal details. HD Optics Privacy Policy means that we respect any personal information that you provide us with, or that we ascertain from your eyes, any purchase of our products and services or any other interactions with us.

1. Information about HD Optics
2. What personal information is collected?
3. How is that information used?
4. How long is the information kept for?
5. Who is personal information shared with?
6. How is personal information processed?
7. Cookie policy
8. How to update or amend personal information
9. What rights do you have?
10. What choices do you have?
11. Protecting personal information
12. Updating Privacy Policy
13. Contact us

1. **Information about HD Optics**

In this Privacy Policy, references to HD Optics, we, us or our means the members of the HD Optics team that process your personal information.

* HD Optics Limited incorporating with Driver Opticians a company registered in England with company number 11104705 and registered address at 4 High Street, Wisbech, Cambs. PE13 1DB

1. **What personal information is collected?**

We may collect and process information about you including:

* your name
* your date of birth
* your contact telephone numbers (including mobile)
* your email and postal address
* your National Insurance numbers
* your relevant health details including (A) current and past eye health / conditions, general health condition and spectacles or contact lens prescriptions (B) current medication details and (C) correspondence between optometrist and/or 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
* information that you provide by filling in forms on HD Optics website
* any other information voluntarily provided to us by you from time to time

This information will primarily be collected from you as voluntarily provided to us, but we may also collect it from other sources where it is lawful to do so, including but not limited to, the NHS or other health care providers, institutions or individuals you have authorised to provide information on your behalf (e.g. parents or guardians), third party service providers, government, tax or law enforcement agencies, and other third parties. Such information can also be combined with information from public sources.

1. **How is that information used?**

HD Optics 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’ve not had one for a while
* 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 as set out in section 7 below
* to comply with laws or regulations applicable to HD Optics, 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

If you do not register as a customer but contact us through the website (and / or by email at [patients@hdoptics.vision](mailto:patients@hdoptics.vision)) 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.

1. **How long is the information kept for?**

Personal information will be retained by us for as long as is reasonably necessary (or 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.

1. **Who is personal information shared with?**

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

* 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 if a claim is made or could be made against us
* If we or substantially all our assets are acquired by a third party (or subject to a reorganisation within our corporate group), 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 eyecare customer
* We may pass your personal information to third parties in order to comply with any legal obligation (including court orders), or to enforce or apply our website [Terms and conditions of purchase](http://www.specsavers.co.uk/legal/terms-of-purchase), [Terms and conditions of use of website](http://www.specsavers.co.uk/legal/terms-of-use) or other agreements we have with you or to protect HD Optics’ rights, property and safety or those of our customers, employees or other third parties

1. **How is personal information processed**?

Your personal information may be transferred to, stored and processed in one or more countries outside the European Economic Area (EEA), including Guernsey. Guernsey’s data protection laws are similar to those in the EU and so such transfers are permitted.

For transfers of your personal data to third parties outside of the EEA, we take additional steps in line with data protection laws. These include EU Commission approved forms of contract with the relevant recipients of your personal information, whether members of the HD Optics Group or otherwise.

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

1. **Cookie policy**

HD Optics uses cookies to improve the operation of our website.

Cookies are small text files, downloaded from websites to your computer or smartphone as you browse and use the Internet.

There are two main types of cookie:

* A session cookie only exists for the duration of your visit to a website. They recognise your computer or smartphone as you move between pages. These cookies can be used, for example, to maintain secure logins.
* A persistent cookie stays on your device for a set period of time and can be used, for example, to remember you when you next visit the website.

When referring to cookies, this also includes similar online tracking devices such as web beacons and flash cookies that we may use.

Cookies are NOT viruses, any kind of malware, programs or applications. Cookies can't see the files on your computer.

The cookies used on HD Optics website fall into four categories:

* Strictly necessary
* Performance
* Functional
* Advertising

Strictly necessary cookies let you move around the website and use essential features such as shopping baskets and secure areas.

These cookies will not be used to gather information that could be used for marketing or to remember visitor information outside of a single session.

Performance cookies collect aggregated information about how visitors use our website, e.g. which pages visitors go to most often, how long they stay, and whether they get error messages. This information is useful to HD Optics so that we understand how visitors experience our site and it is used to formulate improvements to the website.

Performance cookie information is aggregated and does not identify individuals.

Functional cookies allow the website to remember choices you have made on the website.

Advertising cookies are used to deliver adverts that are more relevant to you and your interests, and to reduce advertising that is not relevant. Examples include

* remembering a pattern of website behaviour so that adverts can be made more relevant
* limiting the number of times that advert is seen to reduce fatigue
* researching which adverts work best

Advertising cookies collect information anonymously and it is not linked to you as a person, even if you have logged in to our website.

You can remove any cookies already stored on your computer and you can control how your web browser deals with cookies by changing your browser settings. However, this may prevent you from using parts of our website.

Many browsers give a range of options for managing cookies, including obtaining consent for every cookie, blocking certain types of cookie and blocking cookies from unrecognised websites. Finally, you can set your browser to block all cookies however you should be aware that many sites will not work as smoothly as you are used to and some basic functionality that is dependent on cookies will not work at all.

1. **How to update or amend personal information**

You can update or amend your personal information at the HD Optics store or by notifying patients@hdoptics.vision

1. **What rights do you have?**

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

* access your personal information – we may charge a fee where we are permitted to do so by law
* 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
* 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 the HD Optics store or if you are a registered customer, contact [patients@hdoptics.vision](mailto:patients@hdoptics.vision)

1. **What choices do you have?**

HD Optics may use your personal information to contact you in relation to our products and services.

To ensure that you continue to receive excellent healthcare, we will send you non-marketing material, such as appointment reminders and notices to remind you when your current prescription expires.

You may change your marketing preferences at any time either in store or by emailing patients@hdoptics.vision or phoning us on 01945 582006.

1. **Protecting personal information**

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

As effective as modern security practices are, no physical or electronic security system is entirely secure. We cannot guarantee the complete security of our database, nor can we guarantee that information you supply will not be intercepted while being transmitted to us over the internet. Any transmission is at your own risk.

If there is an interception of your personal information or unauthorised access or use of our database, we will not be liable or responsible for any resulting misuse of your personal information.

We have no control over the contents of third party sites or resources which are linked to our website and we accept no responsibility or liability for them or the privacy practices they use or for any loss or damage that may arise from your use of such websites or resources.

1. **Updating HD Optics Privacy Policy**

We may update this Privacy Policy from time to time. Any updates will take effect as soon as they are posted on our website.

1. **Contact us**

If you have any questions about HD Optics Privacy Policy, or you would like to change any of the preferences you have selected in store or online, contact patients@hdoptics.vision or write to Company Secretary, HD Optics, 4 High Street, Wisbech, Cambridgeshire PE13 1DB.

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