



Privacy Policy

The type of personal information we collect

On this website we collect and process the names and email addresses of anyone who submits an enquiry form.

For patients of Finch Optical we use a separate database to collect the names, addresses, date of birth, telephone number, email address, medical information and doctors' surgery. We also record appointments and products and services provided.

We have paper records to record the above also, together with prescription and health information by the optometrists.

How we get the personal information and why we have it

The personal information we process is provided to us directly by you when you submit an enquiry via our online form or become a patient of Finch Optical.

We use the information that you have given us to respond to enquiries and keep a record of patient data.

We may share this information with Hospital referral and specialist Ophthalmic departments with your explicit consent.

Under the UK General Data Protection Regulation (UK GDPR), the lawful basis we rely on for processing information through our website is your consent. You can remove your consent at any time. You can do this by contacting Finch Optical on 01453 834339

Under the UK General Data Protection Regulation (UK GDPR), the lawful basis's we rely on for processing patient information are:

For the purposes of processing special category (i.e. health) data for privately funded patients, or for primary eye care services provided under the NHS Standard Contract, the condition for processing special category data will be the provision of health care.

The lawful basis for data processing is for legitimate interests, such as, keeping patient record cards, dispense of spectacles, contacting existing patients about appointments for future sight tests.

For patients whose sight test is NHS funded, the condition for processing special category data is the provision of health care.

The lawful basis for data processing is the performance of a task carried out in the public interest (for processing of the patient health record and GOS claims) and legitimate interests (e.g. for processing for the dispense of spectacles, or to send reminders for future appointments).

The legal basis for processing data for a GOS sight test are different because a practice performing GOS work is treated as a public authority for that purpose, and so cannot use "legitimate interests" as a legal basis for processing the patient health record.



The personal information we process is provided to us directly by you when you submit an enquiry via our online form.

We use the information that you have given us to respond to enquiries. We will not share this information with any third parties or use it in any other way than to respond to your enquiry.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information is your consent. You can remove your consent at any time. You can do this by contacting Finch Optical on 01453 834339

How we store your personal information

When you submit information to this website via webform, we collect the data requested in the webform in order to track and respond to your submissions. We share this information with Squarespace, our online store hosting provider, so that they can provide website services to us. We also share this information with *our email provider* for storage and with Zapier for data porting.

Cookies

This website uses cookies and similar technologies, which are small files or pieces of text that download to a device when a visitor accesses a website or app. For information about viewing the cookies dropped on your device which allow Squarespace, our hosting platform, to securely serve this website to you.

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 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.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at

Finch Optical

By post: 7 Old Market, Nailsworth, GLOS GL6 0DU

Telephone: 01453 834339

Or email: info@finchoptical.uk if you wish to make a request.

Our Company details

Name: Nailsworth Eyecare Ltd t/a Finch Optical

Registered Address: 4 Albion Terrace, London Road, Stroud Gloucestershire GL5 2BD

Company Number: 12055902

VAT Registration No: 333355124

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>

Website Terms of Use

You are not permitted to share any images contained within this website.

To report copyright infringement please email info@finchoptical.uk



The content in this website is protected by copyright law and cannot be used for commercial purposes by others.

How the NHS and care services use your information

Finch Optical is one of many organisations working in the health and care system to improve care for patients and the public.

Whenever you use a health or care service, such as attending Accident & Emergency or using Community Care services, important information about you is collected in a patient record for that service. Collecting this information helps to ensure you get the best possible care and treatment.

The information collected about you when you use these services can also be used and provided to other organisations for purposes beyond your individual care, for instance to help with:

- improving the quality and standards of care provided
- research into the development of new treatments
- preventing illness and diseases
- monitoring safety
- planning services

This may only take place when there is a clear legal basis to use this information. All these uses help to provide better health and care for you, your family and future generations. Confidential patient information about your health and care is **only used** like this where allowed by law.

Most of the time, anonymised data is used for research and planning so that you cannot be identified in which case your confidential patient information isn't needed.

You have a choice about whether you want your confidential patient information to be used in this way. If you are happy with this use of information you do not need to do anything. If you do choose to opt out your confidential patient information will still be used to support your individual care.

To find out more or to register your choice to opt out, please visit www.nhs.uk/your-nhs-data-matters. On this web page you will:

- See what is meant by confidential patient information.
- Find examples of when confidential patient information is used for individual care and examples of when it is used for purposes beyond individual care.

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- Find out more about the benefits of sharing data.
- Understand more about who uses the data.
- Find out how your data is protected.
- Be able to access the system to view, set or change your opt-out setting.
- Find the contact telephone number if you want to know any more or to set/change your opt-out by phone.
- See the situations where the opt-out will not apply.

You can also find out more about how patient information is used at:

<https://www.hra.nhs.uk/information-about-patients/> (which covers health and care research); and

<https://understandingpatientdata.org.uk/what-you-need-know> (which covers how and why patient information is used, the safeguards and how decisions are made)

You can change your mind about your choice at any time.

Data being used or shared for purposes beyond individual care does not include your data being shared with insurance companies or used for marketing purposes and data would only be used in this way with your specific agreement.

Health and care organisations have to put systems and processes in place so they can be compliant with the national data opt-out and apply your choice to any confidential patient information they use or share for purposes beyond your individual care. Our organisation is compliant with the national data opt-out policy.