

## **PRIVACY NOTICE FOR PATIENTS OF EYEPRACTICE LTD.**

### **Why we collect and process your personal data**

Eyepactice Ltd. is a registered data controller. This privacy notice sets out our privacy policy.

We collect and process patients' personal data for the purposes of healthcare and marketing.

Our legal bases for processing personal data for healthcare purposes, including appointment reminders, include public task or legitimate interests.

- When we provide services under the NHS General Optical Services contract (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

Our condition for processing special category data is the provision of health or social care.

We process our patients' personal data for marketing purposes with their consent or to meet a legitimate interest. This means we can tell you about eye care products and services that may be relevant to you. If you do not want us to process your personal data for marketing purposes, please let us know and we will stop.

### **The data we may collect and process**

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

- Your name, contact details and personal identifiers (such as date of birth and NHS number)
- Your general and ocular health history, your family medical and ocular history, and any relevant signs or symptoms you tell us about
- Details of medicines, spectacles and contact lenses prescribed for you
- Details of examinations and other healthcare checks and treatments we provide
- Information relevant to your continued care from other people who care for you or know you well, such as other health professionals and relatives

### **How we hold and share your personal data**

We process your personal data in strict confidence. We keep your personal data securely in our filing and electronic systems. Patient records are only accessible to the healthcare professionals working at the practice and those under their supervision.

We will usually keep any personal data we hold about you for ten years after our last contact with you before we delete it. This is the period recommended as good practice by the College of Optometrists. If we collected the data when you were aged under 18 we will keep it until your 25<sup>th</sup> birthday, in line with NHS requirements. In exceptional cases we may need to retain personal data for a longer period, and will explain our reasons for doing so on request.

In the course of processing your personal data we may share it with:

- The healthcare professionals working at this practice and those under their supervision
- Healthcare professionals and those under their supervision at other optical practices, but only if you have specifically asked us to pass your personal data (such as your prescription) to them
- Your GP, ophthalmologists and other healthcare providers and commissioners, and suppliers of optical appliances or similar products, in connection with your ongoing healthcare treatment
- Software providers for our patient record and invoicing systems, and financial institutions, so that we can keep patient records up to date and arrange payment for services provided to you

## Your rights

You have legal rights in respect of the personal data we hold about you. The Information Commissioner's Office (ICO) has published [guidance on the full range of rights](#). The rights that are most relevant to the way in which we use your personal data include:

- The right to be informed about how we use personal data – this privacy notice gives that information
- The right to object – if you object to us processing your data for marketing purposes, or for healthcare purposes where our legal basis is legitimate interests (see 'why we collect and process your personal data', above), we will then stop doing so, unless we are processing the data in respect of a legal claim or can otherwise show that our legitimate interest in processing the data overrides your rights and interests
- The right of access – if you ask us for the personal data we hold about you we will provide it within a month, free of charge (unless we have already provided it to you, in which case we may have to charge you the administrative cost of providing it again).
- The right to rectification – if you ask us to correct personal data about you that is inaccurate or incomplete, we will do so within a month (unless we need longer, in which case we will discuss this with you)
- The right to erasure – also known as the 'right to be forgotten'. If you ask us to delete your personal data, we will do so if there is no compelling reason to continue processing the data. We will not usually delete healthcare data before our usual time limit (see 'how we hold and share your personal data' above) where we have a duty to keep accurate records – for example, to comply with a legal obligation, or in connection with a legal claim. If you ask us to delete such data we will discuss this with you

## Contacting us and the ICO about your personal data

Please speak to us first if you have any questions or concerns about the way in which we process personal data.

You have the right to complain to the ICO if you have a concern about our handling of your personal data which you do not think we can resolve.

## How the NHS and care services use your information

Eyepractice 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](http://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
- 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 until 2020 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.