



Privacy and Cookies Policy

Introduction

- 1.1 We are committed to safeguarding the privacy of our website visitors; in this policy we explain how we will treat your personal information.
- 1.2 By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.
- 1.3 Our Privacy Policy means that we respect any personal information that you provide us with, or that we ascertain from your eye tests, from any purchase of our products and services or any other interactions with us.
- 1.4 Parish Opticians are data controllers of your personal data for the purposes of applicable data protection legislation.
- 1.5 In this Privacy Policy, references to **you and your** means the person whose personal information we collect, use and process. This includes anyone who contacts us in connection with the products and services we provide or otherwise interacts with us including, for example, via our website at <http://www.parishopticians.co.uk/> (the **website**) or in store.

2. Credit

- 2.1 This document was supplied by RADCaT Ltd for the purposes of formulating a privacy notice, for the company stated.

3. Collecting personal information

- 3.1 We may collect, store and use the following kinds of personal information:
 - (a) Information that you provide when completing your profile on our website (including your name, date of birth, contact telephone number and employment)
 - (b) Information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths)
 - (b) Information that you provide to us when registering with our website (including your email address)
 - (c) Information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters (including your name and email address)
 - (d) Information that you provide to us when using the services on our website, or that is generated in the course of the use of those services (including the timing, frequency and pattern of service use)
 - (e) Information relating to any purchases you make of our goods and/or services or any other transactions that you enter into through our website (including your name, address, telephone number, email address and card details)
 - (f) Information contained in or relating to any communication that you send to us or send through our website (including the communication content and metadata associated with the communication)

- (g) your relevant health details including (a) current and past eye or health/conditions, general health condition and spectacles, contact lens or hearing prescriptions; (b) current medication details; and (c) correspondence between optometrist and/or audiologist and your GP/ophthalmologist
- (h) details of any prescription supplied to you by your healthcare professional or medical practitioner
- (i) any information and/or images provided it is necessary to perform a retinal scan or field screen technology, via Optisoft.

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.

- 3.2 Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with this policy.

4. Using personal information

- 4.1 Personal information submitted to us through our website will be used for the purposes specified in this policy or on the relevant pages of the website.

- 4.2 We may use your personal information to:

- (a) Administer our website and business
- (b) Personalise our website for you
- (c) Enable your use of the services available on our website
- (d) Send you non-marketing commercial communications
- (e) Send you email notifications that you have specifically requested
- (f) Send you our email newsletter, if you have requested it (you can inform us at any time if you no longer require the newsletter)
- (g) Send you marketing communications relating to our business or the businesses of carefully-selected third parties, which we think may be of interest to you, by post or, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications)
- (h) Provide third parties with statistical information about our users (but those third parties will not be able to identify any individual user from that information)
- (i) Deal with enquiries and complaints made by or about you relating to our website
- (j) Keep our website secure and prevent fraud
- (k) Verify compliance with the terms and conditions governing the use of our website

- 4.3 If you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the licence you grant to us.

- 4.4 Your privacy settings can be used to limit the publication of your information on our website and can be adjusted using privacy controls on the website.

4.5 We will not, without your express consent, supply your personal information to any third party for the purpose of their or any other third party's direct marketing.

5. Disclosing personal information

5.1 We may disclose your personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this policy.

5.2 We may disclose your personal information:

- (a) to the extent that we are required to do so by law;
 - (b) in connection with any ongoing or prospective legal proceedings;
 - (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
 - (d) to the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling; and
 - (e) to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.
- (d) We may disclose personal information to health authorities, including NHS or national equivalent bodies
- (e) We may pass certain personal information to your employer, where you have been referred to us as a business eyecare customer

5.3 Except as provided in this policy, we will not provide your personal information to third parties.

6. International data transfers

6.1 We solely operate in Wales and will not without your express consent or knowledge transmit any of your personal data internationally or at all.

7. Retaining personal information

7.1 This Section 7 sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal information.

7.2 Personal information that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

7.3 Notwithstanding the other provisions of this Section 7, we will retain documents (including electronic documents) containing personal data:

- (a) to the extent that we are required to do so by law;
- (b) if we believe that the documents may be relevant to any ongoing or prospective legal proceedings; and
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk).

8. Security of personal information

- 8.1 We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.
- 8.2 We will store all the personal information you provide on our secure (password- and firewall-protected) servers.
- 8.3 All electronic financial transactions entered into through our website will be protected by encryption technology.
- 8.4 You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.
- 8.5 You are responsible for keeping the password you use for accessing our website confidential; we will not ask you for your password (except when you log in to our website).

9. Amendments

- 9.1 We may update this policy from time to time by publishing a new version on our website.
- 9.2 You should check this page occasionally to ensure you are happy with any changes to this policy.
- 9.3 We may notify you of changes to this policy by post, email or through the private messaging system on our website.

10. Your rights

- 10.1 You may instruct us to provide you with any personal information we hold about you; provision of such information will be subject to the supply of appropriate evidence of your identity.
- 10.2 We may withhold personal information that you request to the extent permitted by law.
- 10.3 You may instruct us at any time not to process your personal information for marketing purposes.
- 10.4 In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt out of the use of your personal information for marketing purposes.
- 10.5 you may rectify your personal information if it is inaccurate or incomplete
- 10.6 You may ask for your personal data to be erased 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:
 - 10.6.1 where the personal data is no longer necessary in relation to the purpose for which it was originally collected/processed
 - 10.6.2 where you withdraw consent
 - 10.6.3 where you object to us processing your personal information
 - 10.6.4 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
 - 10.6.5 move, transfer or port your personal information to another organisation; and
 - 10.6.6 processed for purposes of scientific/historical research and statistics

To request any of the above rights, please contact us, by using our website contact form, or by telephone to 02920 615739.

11. 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.

In the event that 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.

12. Third party websites

12.1 Our website may include hyperlinks to, and details of, third party websites.

12.2 We have no control over, and are not responsible for, the privacy policies and practices of third parties.

13. Updating information

13.1 Please let us know if the personal information that we hold about you needs to be corrected or updated.

14. Cookies

14.1 Our website uses cookies.

14.2 A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

14.3 Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

14.4 Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

14.5 We use only session cookies on our website.

14.6 The names of the cookies that we use on our website, and the purposes for which they are used, are set out below:

- (a) we use WordPress_[hash] on our website to recognise a computer when a user visits the website / track users as they navigate the website / enable the use of a shopping cart on the website / improve the website's usability / analyse the use of the website / administer the website / prevent fraud and improve the security of the website / personalise the website for each user

14.7 Most browsers allow you to refuse to accept cookies; for example:

- (a) in Internet Explorer (version 11) you can block cookies using the cookie handling override settings available by clicking "Tools", "Internet Options", "Privacy" and then "Advanced";
- (b) in Firefox (version 39) you can block all cookies by clicking "Tools", "Options", "Privacy", selecting "Use custom settings for history" from the drop-down menu, and unticking "Accept cookies from sites"; and
- (c) in Chrome (version 44), you can block all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Content settings", and then selecting "Block sites from setting any data" under the "Cookies" heading.

14.8 Blocking all cookies will have a negative impact upon the usability of many websites.

14.9 If you block cookies, you will not be able to use all the features on our website.

14.10 You can delete cookies already stored on your computer; for example:

- (a) in Internet Explorer (version 11), you must manually delete cookie files (you can find instructions for doing so at <http://windows.microsoft.com/en-gb/internet-explorer/delete-manage-cookies#ie=ie-11>);
- (b) in Firefox (version 39), you can delete cookies by clicking "Tools", "Options" and "Privacy", then selecting "Use custom settings for history" from the drop-down menu, clicking "Show Cookies", and then clicking "Remove All Cookies"; and
- (c) in Chrome (version 44), you can delete all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Clear browsing data", and then selecting "Cookies and other site and plug-in data" before clicking "Clear browsing data".

14.11 Deleting cookies will have a negative impact on the usability of many websites.

15. Data protection registration

14.1 We are registered as a data controller with the UK Information Commissioner's Office.

14.2 Our data protection registration number is **Z8535870** and is registered on **4th May** each year.

15. Our details

15.1 This website is operated by **Rhys Welsh/UKFAST**.

15.2 We are registered in England and Wales under registration number **05177369**, and our registered office is at **101 Caerphilly Road, Birch grove, Cardiff, CF14 4AE**.

15.3 Our principal place of business is at **Parish Opticians, 101 Caerphilly Road, Birch grove, Cardiff, CF14 4AE**.

15.4 You can contact us or our nominated person for data protection by writing to the business address given above, by using our website contact form, or by telephone to 02920 615739.