

Privacy Policy

Data Controller: Ekta Depala

Benjamin Jacobs Optometrists Ltd

trading as **Eye value Opticians & Holloway Hearing Centre**

registered at **460 Holloway Rd**

London

N7 6HT

("we," "our," or "us")

We are committed to protecting your privacy and always ensuring the security of your personal information. Our Privacy Policy explains how we collect, use, and safeguard your data.

Type Of Information We Collect

We typically collect the following types of information:

- **Personal Information:** This includes your name, address, contact details (telephone number, mobile number, email address), date of birth, health and prescription information, and any other information you voluntarily provide when contacting us, booking appointments, requesting services, enquiring about eyewear, or filling out forms on our website.
- **Usage Information:** We may also collect non-personal information about your use of our website and services, including IP addresses, browser type, and device information

How we receive information about you

We receive your Personal Information from various sources. This personal information we process is provided to us directly by you for one of the following reasons:

- When you voluntarily provide your personal details in order to book an appointment, request an eye test, enquire about services (such as eyewear, contact lenses, Eye Value Eyecare Plan), or complete forms on our Site.
- When you use or access our Site in connection with your use of our services.
- From third-party service providers, such as online booking systems or analytics providers, who assist us with our website functionality and performance.
- If we use call tracking providers (e.g., recorded calls) that help analyse call performance if you call us directly.

Why We Collect Personal Information

We use the information that you have given us in order to provide our services to you the 'data subject' as follows:

- To arrange, manage and deliver eye examinations, hearing assessments, eyewear and contact lens services, and other professional care.
- To communicate with you about appointments, reminders, results, follow-ups and other service-related messages.
- To process any payments, invoices or financial transactions related to the services provided.
- To personalise our services to your needs, including keeping records of services provided and your preferences.
- To send you promotional materials, offers and updates about our products and services where you have expressly opted in to receive marketing communications.
- To comply with legal, professional, regulatory and NHS record-keeping obligations.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- We have a contractual obligation
- We have a legal obligation
- We have a vital interest
- We need it to perform a public task
- We have a legitimate interest
- Consent

How We Process Your Information

We process the information collected for the following purposes:

- **Providing Services:** To deliver the healthcare services you request and communicate with you about your appointments and treatments.
- **Improving Our Services:** To analyse usage data and improve the range and quality of our services and our website
- **Marketing:** We may send you promotional materials, offers and updates about our services

Data Security

We take reasonable and responsible measures to protect your personal information from unauthorized access, disclosure, or alteration. However, please be aware that any method of transmission over the internet or electronic storage is not entirely secure.

Data Retention

We will retain your personal information for as long as necessary to provide our services, and as necessary to comply with our legal and professional obligations, resolve disputes, and enforce our policies. Typically this will be **up to 6 years** from the date of your last clinical contact or transaction, unless a longer retention period is required by law. After this period, data will be securely deleted or anonymised.

Under applicable regulations, we will keep records containing client personal data, account opening documents, communications, and anything else as required by applicable laws and regulations.

How we store your personal information

- Your information is securely stored in password-protected electronic systems (such as practice management or booking software), and where relevant, in securely stored paper records.
- Access is restricted to authorised personnel and third-parties who assist us with our services, under strict confidentiality obligations.

Sharing Your Information

We do not sell, trade, or rent your personal information to third parties. We may share your information with our trusted service providers who assist us in delivering our services, however they have an obligation to always maintain the confidentiality of your information.

We may share information with:

- Online booking and practice management software providers.
- Payment processing services.IT, hosting and analytics service providers.
- Professional advisers (e.g., accountants, insurers).
- Healthcare partners such as NHS or insurers when required for clinical services or legal obligations.

Why we may share this information:

- To provide services, manage bookings, and process payments.
- To meet professional, clinical and legal reporting requirements.
- To support website performance and security services.

Your Choices

You can opt out of receiving marketing communications from us at any time by following the unsubscribe instructions provided in our emails.

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.

If you wish to make a request, please contact us at:

**460 Holloway Rd,
London,
N7 6HT**

Changes to this Policy

We may update this Privacy Policy from time to time. Please check this page periodically for any changes. Your continued use of our services after any modifications indicates your acceptance of the updated policy.

Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at:

Eye value Opticians & Holloway Hearing Centre

Office: 020 7609 3323

Mobile:

Complaints

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

Eye value Opticians & Holloway Hearing Centre

Office: 020 7609 3323

Mobile:

If you are unhappy with how we have used your data or responded to your query, you can also complain to the Information Commissioner's Office (ICO) at:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>