

BOWLER AND CHARLSLEY

OPTICIANS



www.bowlerandcharsley.co.uk

82 Main Street

Bulwell

Nottingham

NG6 8EW

0115 927 1685

bulwell@bowlerandcharsley.co.uk

20-22 Shelford Road

Radcliffe-on-Trent

Nottingham

NG12 2AG

0115 933 3930

radcliffe@bowlerandcharsley.co.uk

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How We Handle Your Personal Information

As part of the general care and respect expressed towards you as a patient of ours, we take sensible measures to handle your personal information responsibly.

What Information Do We Hold About You?

We collect only the essential personal information needed to serve you as a patient and a customer in the best possible way. Apart from your contact details (name, address, telephone numbers, email address), other types of information held by us are:

- Clinical information arising from your eye examination
- Relevant lifestyle details (eg: if you play a sport)
- General health information (eg: if you are diabetic or are on regular medication)
- Your date of birth
- Your doctor's contact details (used to request a referral to another eye specialist if needed – this will always be discussed with you and you should feel free to ask any questions)
- Any Social Security Benefits received where applicable (this will affect any financial support that you receive towards your eye care)

How Long Do We Keep Your Information?

Records are kept for 10 years after the date of your last sight test with us. In the case of children, we hold information until at least their 25th birthday. We also keep records for 10 years following the death of a patient.



We Can Provide A Copy Of Your Data Or It Can Be Deleted

You have the right to a copy of the information which we hold about you. If someone like a family member needs to act on your behalf, we will need your permission for them to do this.

Do We Pass Any Data To A Third Party?

If we need to contact your doctor or process an NHS voucher, then of course you will need to be identified by name. We do not share any of your personal data with any other organisations.

Why Do We Write To You Or Send Out Emails?

As part of the service which we provide to our patients, we will always contact you when your regular eye test is due. The optometrist is the one who makes a decision on how frequent this needs to be (generally 2 years, 1 year or 6 months).

Occasionally, we may like to write to you with relevant information on eye products which may be of interest. You will have given us your permission to send this to you by post and/or email if you would like to receive it.

How Is Your Information Stored?

Your personal information is currently held both electronically and on paper. Security measures are taken (eg: by use of passwords and encryption) to protect this data. Online backups are kept and these files are encrypted. The premises are securely locked and alarmed when empty.

What Happens If You Move To Another Opticians?

We hope you will want to be a life-long patient with us. If you do choose to go to another practice, we will of course pass on any relevant clinical details. However we will not release any personal or clinical details to another optician's practice without your permission, which can be given over the phone or in writing.

