



## **Privacy Notice**

At Optometry Wales we are committed to protecting and respecting your privacy. We have produced this Privacy Policy to reassure you about what data we hold, how we use it and your rights concerning that data.

### **Who are we?**

Optometry Wales is a trading style of OptWal Limited, a company limited by guarantee and a not-for-profit body. This privacy policy explains how we use any personal information we collect from you throughout the duration of your contract with us.

You can reach us at any time by email at [officemanager@optometrywales.com](mailto:officemanager@optometrywales.com). We are registered in England and Wales No. 08219539.

We retain your personal information to carry out the legitimate interests of relaying messages from Health Boards, Welsh Government, the UK Optical Bodies, and our own membership information (promotion of courses/vacancies) to anyone on our mailing list who wishes to be kept up to date about developments within Optometry in Wales.

You have a right to complain about the way your data is treated by us to the Information Commissioners Office (ICO) by visiting <https://ico.org.uk/concerns/> or calling 0303 123 1113.

### **What information do we collect on you?**

We obtain information about you when you request to be part of the mailing list we own. The personal information we collect might include your name, address, email address.

### **How will we use this information about you?**

We use this data for the sole purpose of emailing you as and when appropriate to promote and advise of courses we are offering and information that we have been asked to cascade such as from Welsh Government, UK Optical Bodies, Health Boards.

We have established that our lawful basis for processing your data is that it is in our legitimate interest to do so. By doing so it enables us to provide you with information that we have been asked to cascade which may be in your interests.

As a result, you have the right to object, and if you wish to do so you must contact us to inform us of this and why you wish to object.

We will continue to retain and process your data, but you can stop this by instructing us to remove your email address from our database.

### **How is your information used?**

We may use your information to:

- Notify you of changes to our services
- Seek your views or comments on the services we provide or are trying to negotiate on your behalf
- Offer you access to our free resource's portal

We review our retention periods for personal information on a regular basis. We will hold your personal information on our systems only for as long as is necessary for the relevant activity, or if is required pertaining to any relevant contract you hold with us.

### **Who has access to your information?**

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

When you are paying for a policy online, your donation is processed by a third-party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

### **How you can access and update your information**

The accuracy of your information is important to us, should you change your email address, address, or phone number, or any of the other information we hold is inaccurate or out of date, please email us at: [officemanager@optometrywales.com](mailto:officemanager@optometrywales.com).

### **Security precautions in place to protect the loss, misuse, or alteration of your information**

When you provide us with personal information, we take steps to ensure that it is treated securely. Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure it is secure on our systems.

### **Use of 'cookies'**

Like many other websites, some parts of the Optometry Wales website use cookies. A cookie is a small text file that our web server places on a user's computer hard

drive to be a unique identifier. The use of cookies enables Optometry Wales to track usage patterns, enforce security, and deliver customized content to users. Our cookies do not have an expiration date and do not collect personally identifiable information.

The preference to receive cookies automatically is controlled by a preference setting in your web browser. As an option, you can have the browser alert you before accepting cookies and have the option of refusing them. All cookies can also be refused by turning them off in your web browser. However, by refusing cookies, you may not be able to take full advantage of our website.

### **Links to other websites**

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if access is gained using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

### **How long will we keep your information?**

We will keep your information for as long as you have a relationship with us. After it ends, we will retain it where required for our legitimate purposes, for example to comply with the law or regulatory requirements and complaints or queries.

### **Your rights**

You have several rights relating to your information, for example to see what we hold, to update incorrect or incomplete details or to object or restrict to our processing of it.

### **Children (16 or under)**

Our website does not target and is not intended to attract children under the age of 16. Optometry Wales does not knowingly solicit personal information from children under the age of 16 or send them requests for personal information.

### **Review of this Policy**

We keep this Policy under regular review. This Policy was last updated in August 2024.