

## SIMS Privacy Policy

### The type of personal information we collect

We collect – and store – your personal information (name, address, telephone number, date of birth, GP details and relevant medical information or benefits) to enable us to provide the highest level of service with regards your optical care.

### How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- To enable us to book appointments for you.
- To enable us to contact you to advise that you, or your children, are due for check-ups.
- To process NHS funded check-ups (where eligible).
- We may also share this information with your GP or relevant medical entity (with your permission) to process referrals as required.

Under the UK General Data Protection Regulation (UK GDPR you **are able to remove your consent to us holding your data at any time. You can do this by contacting [simsopticians@yahoo.co.uk](mailto:simsopticians@yahoo.co.uk). We do though require your personal data to enable us to undertake your eye care.**

### How we store your personal information

Your information is securely stored on our database in-house. We also keep paper records for seven years after which they are scanned to your record and destroyed.

### 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 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. Please contact us at [Simsopticians@yahoo.co.uk](mailto:Simsopticians@yahoo.co.uk) or by writing to us at 4 The Causeway, Teddington, TW11 0HE or by calling 020 8977 1039 if you wish to make a request.

### **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at [Simsopticians@yahoo.co.uk](mailto:Simsopticians@yahoo.co.uk) or by writing to us at 4 The Causeway, Teddington, TW11 0HE or by calling 020 8977 1039.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

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