

Privacy Policy

This document is called a Privacy Policy and it tells you how we at Edmonds & Slatter Opticians use, transfer and protect information we collect from you in practice and via our website.

We reserve the right to change this policy from time to time at our sole discretion. It is your responsibility to familiarise yourself with this policy regularly to ensure that you are aware of any changes. Your use of our website after a change has been posted will signify your acceptance of the modified privacy policy. This policy is effective from 20.5.18.

By using our website you consent to the collection, use and transfer of the information that you provide to us in accordance with the [\[terms and conditions\]](#) of this policy.

Edmonds & Slatter Opticians are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified you can be assured that it will only be used in accordance with this privacy policy.

Please note that you may not use our website if you do not accept the terms of this policy

What information we may collect in our practice...

We may collect the following information:

- Details such as your name, date of birth, home or work address and contact details including your email address and your contact telephone numbers
- Information that forms part of or is relevant to your clinical record including prescriptions and any correspondence from registered healthcare professionals

What information we collect via our website...

When you visit, use or register with our website you may be asked to provide information about yourself, including personal details. We may also ask you for information when you report a problem with our site and keep a record of this.

We may also collect information about your usage of our website as you and others browse our website (see section below on "Cookies").

The information you provide to us will enable us to provide you with access to all parts of our website and will be used for several general purposes including: administering business activities; providing information, products and services you have requested or subscribed to; personalising your experience on this website; quality assurance monitoring; and keeping you up to date with our products and services.

We will retain the personal information provided by you for as long as is reasonably necessary for the purposes listed in this policy.

How long we keep information for and why...

All information is kept in accordance with our legal responsibilities as registered healthcare professionals as set out by NHS England and the College of Optometrists for healthcare reasons and accounting purposes.

We may use information to improve our products and services and periodically send promotional emails about new products, special offers or services that may improve the quality of your eye care.

Do you share this data with anybody else?

We will only share your information with other healthcare professionals such as your GP/Registered Medical Professional or Hospital with your permission. The information you provide to us will be held by us and may only be accessed by us or any third party for the purposes set out in this policy or for other purposes approved by you.

If we sell, assign or transfer the assets of our business, or if our business is sold or merged, or if we enter into a joint venture with another business entity, we reserve the right to sell the databases maintained by the company in connection with this website (including any personal information provided by you).

We may also disclose your personal information to third parties if: we are under a duty to disclose or share your personal data in order to comply with any legal obligation; or in order to enforce or apply our terms and conditions and any other agreements with you; or to protect the rights, property or safety of our company, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

IP addresses and cookies...

Similar to other commercial websites, this website utilises a standard technology called 'cookies' and web server log files to collect information about how this website is used. A 'cookie' is a small piece of information sent from our website to your computer to help us to identify you quickly. The information we collect allows us to monitor website traffic and to personalise content of the website for you. The information we collect is anonymous.

You do not need to accept cookies and may alter the configuration of your browser to refuse cookies. If you choose to have your browser refuse cookies it is possible that some areas of this website will not function as effectively when viewed.

We are currently using cookies for the following:

- **Google Analytics:**
 - _utma
 - _utmb
 - _utmc
 - _utmz

These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect

information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.

- **Site cookie acceptance:**

civicAllowCookies

civicShowCookieIcon

These cookies store whether you accept cookies or not.

We are committed to ensuring that your information is secure. In order to prevent access or disclosure by unauthorised persons we have put in place suitable physical, electronic and managerial procedures and security measures to safeguard and protect the information provided by you against unlawful processing, accidental loss, destruction or damage.

Withdrawal of consent and your rights...

You may ask us to make changes to the information provided by you and/or held about you, to ensure that it is accurate and kept up to date. You may also request that we cease from processing your personal information and that we delete your data from our database or records. Please note that it may be impossible to completely delete your information because of back-ups and records of deletions. We will only perform the activities outlined above to the extent that such activities will not compromise privacy, security or any other legal interests.

You may choose to restrict the collection or use of your personal information should the collection of personal information be unrelated to the provision of your eye care. This can be done by contacting us directly by phone on 0116 2777733 or by emailing us at reception@edmondsandslatter.co.uk

You may request details of personal information which we hold about you under the General Data Protection Regulation (GDPR) (EU) 2016/679. A small fee may be payable to cover administration costs if applicable. If you would like a copy of the information held on you please write to us at The Data Controller, Edmonds & Slatter Opticians, 3 Sycamore Corner, Leicester Rd, Blaby. LE8 4GR. We are obliged to respond to any requests within 30 days.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

If you have a complaint relating to the personal information we hold please contact the ICO at <https://ico.org.uk/concerns/handling/>

Last revised 26 May 2025