

Andrew Baird Optometrist Ltd

PRIVACY & DATA USAGE POLICY

- Andrew Baird Optometrist Ltd operates from: 49 Main Street, Callander. FK17 8DX
- The practice is registered with the Information Commissioner's Office
 - Registration No. Z2721497
- The practice Data Controller is Mr Andrew Baird
 - 49 Main Street, Callander. FK17 8DX (01877) 330084
- Responsible person is Mr Andrew Baird

How We May Share Your Information

Information Type	May Be Shared With	
<i>Name</i>	NHS	Health Professionals
<i>Address</i>	NHS	Health Professionals
<i>Postcode</i>	NHS	Health Professionals
<i>Date of Birth</i>	NHS	Health Professionals
<i>GP Details</i>	Health Professionals	
<i>Telephone Number</i>	Health Professionals	
<i>e-mail Address</i>	Not shared	
<i>Clinical Findings</i>	NHS	Health Professionals
<i>Referrals</i>	Health Professionals	
<i>Details of Sales</i>	Not shared	
<i>Payment Card Details</i>	Worldpay	

NHS – This information is shared with the NHS to verify payment claims.

Health Professionals – This information is shared in relation to onward referrals.

Worldpay - This information is shared when making payment by credit/debit card.

We may share your information with other optometrists, medical professionals or eyewear providers eg. online contact lens sales, but we will only do this with consent from you, the patient.

Any other sharing of identifiable information will only be done with consent from the patient e.g. Reporting to DVLA for driving license renewal.

Additional sharing of your information

We share your surname and spectacle/contact lens prescription with our glazing laboratories and contact lens suppliers however, we do not use information that could be used to identify you e.g. full name, address, date of birth etc.

We may use your clinical information for peer review case records (for professional training purposes) however, all identifiable information will be removed.

How Your Information Is Stored

- Computerised database – our database holds the following information securely and is backed up with encryption to the cloud.
- Written records
 - Written paper records are held securely in practice.
 - Records are kept for a minimum of 7 years.
- The following information is held in our written/computer records:
 - name
 - address
 - postcode
 - date of birth
 - gp details
 - telephone number
 - email address
 - eye examination details including spectacle prescription, retinal photographs and visual field examination results
 - referral letters

How Your Information Is Used

- for necessary procedures to carry out your eye examination and make the relevant payment claim from the NHS;
- for referral to other medical professionals;
- for spectacle manufacture;
- for issuing eye examination reminders;
- for advertising purposes (for up to 2 years after last point of contact).

Risks associated with storing your information

- Hacking
- Fire
- Theft
- Interception of referral letters

Lawful Basis For Processing Personal Data

Health and social care basis

- The processing is in accordance with the “legitimate interests” condition.
- The processing is necessary for medical purposes, and is undertaken by a health professional or by someone who is subject to an equivalent duty of confidentiality.

Consent

- the individual has given clear consent for you to process their personal data for a specific purpose

Non-Personal Information

Non-Personal Information includes information that cannot be used to personally identify you, such as website anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks.

In addition, we may also track information provided to us by your browser when you view or use the Service, such as the website you came from (known as the “referring URL”), the type of browser you use, the device from which you connected to the Service, the time and date of access, and other information that does not personally identify you. We use this information to provide general statistics regarding use of the website. We track this information using cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user’s browser from our servers and are stored on the user’s computer hard drive. Sending a cookie to a user’s browser enables us to collect Non-Personal Information about that user and keep a record of the user’s preferences when utilizing our services, both on an individual and aggregate basis. The Company may use both persistent and session cookies; persistent cookies remain on your computer after you close your session and until you delete them, while session cookies expire when you close your browser. Persistent cookies can be removed by following your Internet browser help file directions.