

Peacock and Murphy Opticians Privacy Policy

Your privacy

At Peacock and Murphy we are committed to the highest privacy standards. However you choose to interact with us, we will only collect data that is necessary for us to deliver the best possible service and ensure you are reminded about appointments or anything else relevant to your ongoing care. This policy provides detailed information on when and why we collect your personal information, how we use it and the very limited conditions under which we may disclose it to others.

Your Personal Information

In addition to your basic contact information (name, date of birth, telephone numbers and your addresses) we will collect other relevant details including current and past health and medication information, your examination results, payment details and lifestyle information. We may also store associated information received from other health care professionals as part of your ongoing care.

How we use this information

The information we collect about you is used to ensure we provide you with the best and most appropriate products and services. In addition to your ongoing eye care, we will remind you when appointments are due and may suggest relevant products or services that we believe would be of interest. We use your contact information to respond to queries from you, and where appropriate your bank details to collect Direct Debit payments as agreed.

Our policy on storage, processing and retention of your information.

To provision and manage our services, your data is stored and processed by Optix Software Ltd within their UK facilities that are certified to ISO27001. If we collect Direct Debits from you these payments will be processed by Eyecare Payments Ltd. Any third-party company is only permitted to process your data for the specified purposes and in accordance with our instructions. We retain your information for as long as reasonably necessary to provide our products and services and to maintain records to satisfy tax and other legal requirements.

How and why we may share your Personal Information

Where necessary, we may disclose your information to other health care professionals including the NHS (for example a referral to your GP). In order to allow you to access certain NHS services, we may be required to pass on relevant information about you to hospitals and other organisations appointed by the NHS. Such organisations operate under the same strict requirements and may only retain your information for as long as reasonably necessary to provide you with the services required.

Where necessary, we may also pass information to external agencies and organisations, including the police, for the prevention and detection of fraud and criminal activity. Should any claim be made, we may pass your personal information to our insurers. If our business is wholly or partially transferred to a third party, your personal information may be one of the transferred assets.

Your rights with respect to the Personal Information we hold

You are entitled to access the personal information that we hold on you; any such request should be made using our contact details below. If any data we hold is inaccurate, this will be corrected promptly on request. In certain circumstances you can request that we erase your data which we will do where this would not prevent us meeting our legal and regulatory obligations.

Updating your communication preferences

You may ask that we do not send you communications using any of the contact details we hold on our records, this may include your email, SMS, telephone and postal information. Your personal preferences can be changed at any time by using our contact details below.

Use of Cookies

Peacock and Murphy Opticians web site does not use cookies. We do not collect any information about you when you visit our website. A cookie is a small text file containing information that a web site transfers to your computer's hard disk for record-keeping purposes. A cookie cannot give others access to your computer or to your personal information. Most web browsers automatically accept cookies; consult your browser's manual or online help if you want information on restricting or disabling the browser's handling of cookies.

Privacy Policy Updates

We reserve our right to make any changes and updates to this privacy policy without giving you notice as and when we need to. Our most up to date privacy policy is always available on our website.

Contacting us

You can reach Peacock and Murphy Opticians by email: info@peacockandmurphy.co.uk, telephone: 01202 825448, or by post at 27, Vicarage Road, Verwood, Dorset, BH31 6DR.

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