

## **PRIVACY NOTICE**

Perfect Focus – Affordable Health is a trading name of Affordable Healthcare Ltd. This privacy notice explains how we use any personal data we collect about you when we are providing services to you.

1. The personal information you supply to us may be used in a number of ways, for example:

- to communicate with you in connection with appointments and the provision diagnostic and treatment services;
- to maintain accurate clinical records in relation to your clinical care;
- for analytical or statistical processes;
- to assist in the development or improvement of service delivery;
- management or investigation of complaints and clinical performance concerns;
- to monitor compliance with statutory requirements in relation to your clinical care; and
- to keep you informed of updates, changes and new services provided by AFFORDABLE HEALTHCARE LTD T/A Perfect Focus - Affordable Eye Health

2. Your information is processed in order to fulfil our obligations in relation to your clinical care according to the terms and conditions of our agreement and in protecting your vital interests but in some instances your information may be processed as required by law to comply with legal obligations placed upon us. In addition, your data may be processed with your consent for marketing purposes for AFFORDABLE HEALTHCARE LTD T/A Perfect Focus - Affordable Eye Health only.

3. Special category personal data (sensitive personal data) may be held or processed to facilitate your clinical care according to the terms and conditions of our agreement and to protect your vital interests or where required by law.

4. We may share some or all of the information we hold about you with your consent or as required by law these may include:

- regulators including the General Medical Council, Care Quality Commission or NHS England
- our Responsible Officer; and
- other healthcare providers in relation to your treatment.

We may also process personal data relating to you which we receive from these and other organisations in the ways stated in 1 above and for the lawful purposes stated in 2 above.

5. We keep your personal data for no longer that reasonably necessary, for a period of 8 years after termination of your clinical care with us in case of complaints, regulatory concerns or safeguarding issues.

## **AFFORDABLE HEALTHCARE LTD T/A Perfect Focus - Affordable Eye Health**

### **6. Your rights and your personal data**

Unless subject to an exemption under the GDPR, you have the following rights with respect to your personal data:

- The right to request a copy of your personal data which the AFFORDABLE HEALTHCARE LTD T/A Perfect Focus - Affordable Eye Health holds about you;
- The right to request that we correct any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary for us to retain such data;
- The right to withdraw your consent to the processing at any time (But - only if consent is relied upon as a processing condition);
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing;
- The right to object to the processing of personal data, (But - this only applies where processing is based on legitimate interests (or the performance
- of a task in the public interest/exercise of official authority); direct marketing and processing for the purposes of scientific/historical research
- and statistics
- The right to lodge a complaint with the Information Commissioners Office.

7. We do not undertake any automated decision making in relation to your personal information.

8. Data storage and backup – your personal data is stored in electronic format within the EU in password protected computer programs. Access to the information is restricted to persons who have a need to have access. Information may be backed up in encrypted form to servers out with the EU but only where the organisations are GDPR compliant.

Adopted by the Board on 1/5/2025

Dr Samreen Uppal

Director