

Privacy Policy

Introduction

We are John Pacey-Lowrie Limited, a company registered in England under number 5979773. Our registered office is at 29 Arboretum Street, Nottingham, NG14JA.

This privacy and cookie policy (“Policy”) describes how John Pacey-Lowrie Limited (“Company,” “we,” and “our”) collect, use and share personal data when using this website: johnpaceylowrie.com (the “Site”). Please read the following information carefully to understand our views and practices regarding your personal data and how we will treat it.

Updates to this Privacy Policy

We will post any modifications or changes to the Policy on our Site. We reserve the right to modify the Policy at any time. The “Last Updated” legend above indicates when this Policy was last changed. If we make any material change(s) to the Policy, we will post a notice on our Site prior to such changes(s) taking effect. In the event that such a change could materially affect your privacy, you will be notified.

Contact Us

If you have any questions about this Privacy Policy, please contact our Data Protection Officer by email at fraser@johnpaceylowrie.com or please write to our Data Protection Officer at the following address:

12 Regent Street, Nottingham, NOTTS, NG1 5BQ

When using our Site contact form or when sending an email to info@johnpaceylowrie.com or fraser@johnpaceylowrie.com, your message will also be forwarded to their GMail alias accounts. These email addresses are managed by the Data Protection Officer and are used in order for employees to manage their emails in GMail.

Why do we collect your data?

- We obtain and use your personal details in order to contact you about enquiries or personal appointments.

- Where you access our service through your health insurance provider we will need to share personal information including medical information with your health insurance provider with your explicit consent.
- Where you access our service through the NHS we will need to share personal information including medical information with the NHS with your explicit consent.
- We obtain and use your medical information as this is necessary for medical purposes, including medical diagnosis and treatment.
- We also store your medical information such as notes from consultations for regulatory compliance purposes. For example, we may need to review your information and, where necessary, make disclosures in compliance with reasonable requests by regulatory bodies including the General Medical Council, MHRA, and Care Quality Commission, Private Health Information Network (PHIN) or as otherwise required by law or regulation.
- We use your email address, postal address and telephone to send you appointment reminders and the occasional marketing material.
- We use your telephone in order to communicate with you regarding appointment bookings, resolving of queries or complaints.

Information we may collect from you

Information you provide

Personal details – Basic information about yourself that you provide by filling in forms on our Site or speaking to us on the telephone; such as your name, date of birth, physical address and email address, telephone numbers.

Medical information – Information about your symptoms, consultations, medications and procedures.

Financial information – We do not collect or store credit or debit card details. When you make any payments using your credit/debit card, these details are processed directly by a third-party processor.

Insurer funded – Where your access to our service is funded by an insurance provider, with your consent, we will need to let your insurance company know your name, email address, policy number, demographic information, appointment and procedure details.

Passive information collection and use

As you navigate through the Site, certain information can be passively collected (that is, gathered without you actively providing the information) using various technologies and

means, such as Internet Protocol addresses, cookies, internet tags and navigational data collection.

Please read our Cookie Policy and review the Cookie Settings for detailed information about cookies and other tracking technologies used on our site. In this policy you will also find information on how to disable cookies and tracking technologies if you do not agree to their use as well as the consequence(s), if any, of disabling each specific cookie/tracking technology. If you do not disable any cookies or tracking technologies we will infer your consent to their use.

We and our third-party service providers may passively collect and use information in a variety of ways, including:

Through your browser – Certain information is collected by most browsers, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system version, and Internet browser type and version. We may collect similar information, such as your device type and identifier, if you access the Site through a mobile device.

IP Address – Your IP Address is a number that is automatically assigned to the computer that you are using by your Internet Service Provider. An IP Address is identified and logged automatically in our server log files whenever a user visits the Site, along with the time of the visit and the page(s) that were visited. Collecting IP Addresses is standard practice on the Internet and is done automatically by many websites. We use IP Addresses for purposes such as calculating Site usage levels, helping diagnose server problems, and administering the Site.

Using pixel tags, web beacons, clear GIFs, or other similar technologies – These may be used in connection with some Site pages and HTML-formatted e-mail messages to, among other things, track the actions of Site users and email recipients, measure the success of our marketing campaigns, and compile statistics about Site usage and response rates.

Online behavioural advertising – The use of cookies, pixel tags, web beacons, clear GIFs, or other similar technologies allows our third-party vendors to deliver advertisements about our products and services when you visit the Site or other web sites or web properties across the Internet. These vendors may place pixel tags, web beacons, clear GIFs, or similar technologies on the Site and other websites or web properties, and also place or recognize third-party cookies when you visit the Site or other sites or web properties. They may use information about your visits to the Site

and other web sites or web properties to provide advertisements about goods and services that may be of interest to you.

Device Information – We may collect information about your mobile device, such as a unique device identifier.

Third Party Sites and Services

This Privacy Policy does not address, and we are not responsible for, the privacy, information, or other practices of any third parties, including any third party operating any site or web property (including, without limitation, any App) that is available through this Site or to which this Site contains a link. The availability of, or inclusion of a link to, any such site or property on the Site does not imply endorsement of it by us or by our affiliates.

Social Media and Sharing Tools

On some pages, we may also feature embedded ‘Share’ buttons or widgets that enable you to share content with friends through a number of popular social networking sites (e.g. Twitter and Facebook etc).

These sites may set cookies which can identify you as an individual when you are also logged in to their services. This means they may be collecting information about what you are doing online, including on our Sites. We do not control these cookies and you should check the relevant third-party website to see how your information is used and how to opt out.

Telephone and Video Consultations

We may offer you a consultation via telephone or video conferencing. By accepting the invitation and entering the consultation you are consenting to this. Your personal/ confidential patient information will be safeguarded in the same way it would with any other consultation and any risks explained to you before the consultation begins.

How we use your data

Data Protection Consent

You can click below to view and download our Controller and Processor documentation in order to find out how we use your data.

[GDPR Controller Documentation.pdf](#)

[GDPR Processor Documentation.pdf](#)

Security

We use reasonable organisational, technical and administrative measures to protect personal information under our control and in accordance with this privacy policy.

If you have reason to believe that your interaction with us is no longer secure, immediately notify our DPO by emailing fraser@johnpaceylowrie.com.

Cross-Border Transfers

John Pacey-Lowrie Limited is owned in conjunction with Valters' Prosthetic Eye Laboratory which has clinics in Latvia, Lithuania, Estonia, Ukraine and Georgia.

Any exceptional transfers of personal data to third countries or international organisations must be overseen by controller.

How do we use your data?

We use and disclose information you provide to us as described to you at the point of collection.

We also use information from or about you:

- To respond to your enquiries and fulfil your requests, such as to send you documents you request or e-mail alerts.
- To send you important information regarding our relationship with you or regarding the Site, changes to our terms, conditions, and policies and/or other administrative information.
- For our business purposes, such as data analysis, audits, developing new products, enhancing our website, improving our products and services, identifying Site usage trends, personalizing your experience on the Site by presenting products and offers tailored to you, and determining the effectiveness of our promotional campaigns.

We may also disclose information collected through the Site:

- To our third-party service providers who provide services such as website hosting and moderating, mobile App, hosting, data analysis, payment processing, order fulfilment, infrastructure provision, IT services, customer service, e-mail and direct mail delivery services, credit card processing, auditing services, and other services, in order to enable them to provide services on our behalf.
- To our affiliates for the purposes described in this Privacy Policy.
- To a third party in the event of any reorganisation, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).
- Sub-processors. We may share information with sub-processors who assist in providing us with key services. An up-to-date list of our sub-processors is located [here](#).

Data Retention

We retain your personal information for 75 years from the date of receiving your data.

Use of Site by Minors

This site is directed to adults. It is not directed to individuals under the age of 16, and we request that these individuals not provide personal information through this Site.

Your rights

You have the right to:

Access the personal data which the Company holds about you. This is called a Subject Access Request (SAR) and must be made to the Data Protection Officer by emailing fraser@johnpaceylowrie.com

You may use this process to exercise your right to:

- Have your personal data rectified if it is inaccurate or incomplete.
- Request that we erase information we hold about you.
- Restrict the processing of your personal data, for example ask us not to contact you.
- Object to the processing of your data for specific purposes such as communications or direct marketing.

- Ask for the transfer of your data electronically to be provided to a third party (data portability)

You also have the right to lodge a complaint with the Information Commissioner's Office:

Address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone: 0303 123 1113 (local rate)

Website: <https://ico.org.uk/global/contact-us/>