



SightCare Member Information Handling

What do we use your information for?

Privacy Policy

This Privacy Policy applies to SightCare Services Limited (SightCare) and its trading and other associated companies* where applicable. SightCare is committed to protecting and respecting your privacy and security.

Whenever you provide us with your personal information as part of our business and networking services and on our websites, we will treat that information in accordance with this policy, our terms and conditions and current UK Data Protection legislation. By becoming a SightCare Member and/or using the websites you are agreeing to be bound by this policy.

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

This policy may change from time to time, so please check this page periodically.

* SightCare Services Limited (no.2527610) is the parent company of Optical California (no.4636832) and Vision Enhancers (no.6457691). The registered address is Bakers Business Park, Pardown, Oakley, Basingstoke, Hampshire, RG23 7DY.

Data Protection

The SightCare Group would like to keep in touch with you to let you know about our membership products and services and support for the independent practice. By submitting your email, address and phone number(s) as part of our business and networking services and on our websites, you are agreeing to being contacted in these ways by the SightCare Group, its associated companies and its membership services partners. You can unsubscribe from these communications at any time.

If you do not wish to continue receiving information from us or carefully selected third parties, please email us at info@sightcare.co.uk or telephone us on 01256 781522.

Occasionally, we may share your data with other organisations that we partner with. We will usually inform you (before collecting your data) if we intend to share your data with any third party. You can exercise your right to prevent such processing by ticking (or not ticking where applicable) certain boxes on the Forms we use to collect your data. You can also exercise your right to ask us to stop processing your data in this way at any time by contacting us at info@sightcare.co.uk

SightCare and its associated companies are registered as Data Controllers with the Information Commissioner. SightCare is the Data Controller for the purposes of collecting your information on our Forms and any services we offer via your SightCare Membership.

1. What personal information is collected from you

When you join SightCare we collect various personal information which may include your name, practice address, practice contact details, personal contact details, staff practice contact details. When you visit our websites we collect various personal information which may include your name, address, contact details, IP address, and information regarding what pages are accessed and when. If you purchase a product from us, your card information is collected by our partner organisation, PayPal, but is not held by us. If you supply such information we are legally bound by the Data Protection Act 1998.

2. How your information is used

We may use this information in the following ways:

- To inform you about the services we provide;
- To process orders submitted by you;
- To carry out our obligations arising from any contracts entered into by you and us;
- To verify your identity;
- To seek your views or comments on the services we provide;
- To notify you of changes to our services;
- To improve our services or marketing purposes;
- To send you communications which you have requested and that may be of interest to you.

These may include information about products and services and promotions of our associated companies' goods and services.

3. Who has access to your information

We are committed to protecting the personal data of our members and customers. Any details you give us will be held in accordance with the Data Protection Act 1998. SightCare (including its associated and subsidiary companies) is the sole owner of the information collected on its Forms. We will not sell, share, or rent this information to third parties, unless we have your explicit permission to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime. Where you have given us permission we may contact you about other services and products or pass your details to similar organisations.

When you are using our secure online payment pages, your payment is processed by PayPal, who specialise in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, email the webmanager (www.paypal.co.uk/uk)

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we are under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our members and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.



4. How you can access, update or delete your information

The accuracy of your information is important to us. We are working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, please email us at info@sightcare.co.uk, or write to us at SightCare Services Ltd., Bakers Business Park, Pardown, Oakley, Basingstoke, Hampshire, RG23 7DY.

You have the right to ask for a copy of the information SightCare holds about you (we may charge £10 for information requests) to cover our costs in providing you with details of the information we hold about you.

If you do not want to continue receiving information by email from us, please follow the instructions at the bottom of the email, which will tell you how to contact us to unsubscribe.

5. Security precautions in place to protect the loss, misuse or alteration of your information

When you give us personal information, we take steps to ensure that it is treated securely. Any sensitive information (such as credit or debit card details) is encrypted and protected with the following software 128 Bit encryption on SSL.

When you are on a secure page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, SightCare cannot guarantee the security of any information you transmit to us, and you do so at your own risk.

Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

6. Stipulations regarding use of the SightCare Discussion Forum

Any communication or material that you transmit to, or post on, the SC Dialogue or any public area of the websites including, but not limited to, any data, questions, comments, suggestions, reviews, or the like, is, and will be treated as, non-confidential and non-proprietary information. When entering the SightCare discussion forum, you agree not to publish, post, disseminate distribute or otherwise transmit any defamatory, offensive, infringing, indecent or otherwise unlawful or objectionable material or information.

SightCare will not be responsible for the posting by any user of any defamatory, obscene or otherwise unlawful material. SightCare has the right to remove any material or posting you make on this forum at its discretion.



It is possible to switch off cookies by setting your browser preferences. For more information on how to switch off cookies on your computer, visit the AboutCookies website <http://www.aboutcookies.org/>. Turning cookies off may result in a loss of functionality when using our websites.

7. What happens when visitors link to another site?

Our websites contain links to other websites. This privacy policy applies only to our websites, so visitors should always be aware when they are moving to another site and read the privacy statement of any site which collects personal information. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our websites.

We do not pass on any personal information about our visitors to any other site. In addition, if you linked to our websites from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party website and recommend that you check the policy of that third party website and contact the owner or operator if you have any concerns or questions.

8. 16 or Under

If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide personal information to our websites. Users without this consent are not allowed to provide us with personal information.

9. Contact us

If at any time you would like to contact us with your views about our privacy practices, or with any enquiry relating to your personal information, you can do so by sending an e-mail to us at info@sightcare.co.uk or telephone us on 01256 781522.