

Hampshire LOC Data Protection and Privacy Policy

1. Data Protection

1.1 The principles of data processing

Hampshire LOC as a body that processes personal information complies with the principles of data processing under the Data Protection Act 2018 (DPA 2018). DPA 2018 reflects the EU Directive General Data Protection Regulation (GDPR). Hampshire LOC complies with GDPR that states personal data shall be:

- processed lawfully, fairly and in a transparent manner in relation to individuals
- collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes
- adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed
- accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay
- kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of individuals.
- processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.

1.2 Meaning of personal data

The definition of personal data has been substantially expanded under the GDPR. Personal data means any information about a living individual which:

- Identifies that individual (for example, by name, address, qualifications, credit card number, national insurance number);
- together with other information which is held by, or is likely to come into the possession of the data controller that will identify that individual; or
- includes any expression of opinion about the individual or indication of the intentions of the data controller or any other person in respect of the individual.

It also includes sensitive personal data such as cultural records, sexuality information and health records.

1.3 Data Protection – controlling your personal information

Hampshire LOC is the Data Controller in respect of any Personal Data that you submit to us or that we collect from or about you.

If you would like to know what information we hold about you or if you have any other queries or complaints in relation to this Privacy Notice, or our Site, our contact details are as follows:

- Postal Address: Hampshire LOC c/o 5 Lily Walk, Durrington, Salisbury, Wiltshire, SP4 8ND
- Email Address: isilk@hampshireloc.org.uk

You may choose to restrict the collection or use of your personal information in ways detailed below. You should make requests in writing to either the Postal or Email address shown above.

Under GDPR you have several rights:

- Right to be informed: You have the right to be informed about the collection and use of your personal data. If you make a request of this nature we will provide:
 - ❖ our purposes for processing your personal data
 - ❖ our retention periods for your personal data
 - ❖ whom it will be shared with.
- Right of access: Individuals have the right to access their personal data and supplementary information and be aware of and verify the processing of their personal data. Individuals have the right to obtain:
 - ❖ confirmation that their data is being processed
 - ❖ access to their personal data
- Right to rectification: you can request that your inaccurate personal data is corrected or completed if it is incomplete. You can make this request verbally or in writing.
- Right to erasure: you have the right to have your personal data erased by Hampshire LOC where:
 - ❖ the personal data is no longer necessary for the purpose which we originally collected or processed it for
 - ❖ we are relying on consent as our lawful basis for holding the data, and the individual withdraws their consent
 - ❖ we are relying on legitimate interests as our basis for processing, the individual objects to the processing of their data, and there is no overriding legitimate interest to continue this processing
 - ❖ we are processing the personal data for direct marketing purposes and the individual objects to that processing
 - ❖ we have processed the personal data unlawfully
 - ❖ we have to do it to comply with a legal obligation

The right to erasure does not apply if processing is necessary for one of the following reasons:

- ❖ to exercise the right of freedom of expression and information
- ❖ to comply with a legal obligation;
- ❖ for the performance of a task carried out in the public interest or in the exercise of official authority;

- ❖ for archiving purposes in the public interest, scientific research historical research or statistical purposes where erasure is likely to render impossible or seriously impair the achievement of that processing; or
 - ❖ for the establishment, exercise or defence of legal claims.
- Right to restrict processing: Individuals have the right to request the restriction or Individuals have the right to request we restrict the processing of their personal data in the following circumstances:
 - ❖ you contest the accuracy of their personal data and we are verifying the accuracy of the data
 - ❖ the data has been unlawfully processed and the individual opposes erasure and requests restriction instead
 - ❖ we no longer need the personal data but the individual needs us to keep it in order to establish, exercise or defend a legal claim
 - ❖ the individual has objected to us processing their data, and we are considering whether our legitimate grounds override those of the individual.

1.4 Why we collect and process your personal data

We collect information, principally to ensure that performers and contractors and others interested in the development of primary eye care services receive the latest guidance and advice on important issues relevant to the optical sector, as well as news on extended primary eye care services. We also collect this information to ensure that interested parties are kept informed about the range of support available from Hampshire LOC. We may check information provided with other information held by us or by others.

We collect this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- We may periodically send emails about events, and the range of Hampshire LOC support available using the email address which you have provided.
- From time to time, we may also use your information to invite you to participate in a Hampshire LOC survey. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

Our legal basis for processing personal data from contractors and performers is legitimate interest.

1.5 What we collect

We may collect the following information:

- name, job title, and organisation
- contact information including email address
- demographic information such as postcode, preferences and interests
- photographs from events etc

1.6. Security of personal data

We maintain technical and physical safeguards that are designed to protect the security and integrity of your Personal Data, and to guard it against accidental or unauthorised access, use, alteration or disclosure to unauthorised third parties. These measures include device encryption, firewalls and virus checking procedures.

Where we keep Personal Data files on local devices these devices are protected and accessible only to authorised Hampshire LOC employees.

We regularly review our security systems to ensure that your Personal Data remains safe and secure.

1.7 Sharing of personal data

Hampshire LOC will not sell your information. We may share your information with third parties such as other optical and health organisations and other professional bodies. We would do this for the effective performance of our work on behalf of the optical sector.

1.8 Email privacy

We have created this email privacy policy to demonstrate our firm commitment to your privacy and the protection of your information.

1.8.1 Why did you receive an email from us?

If you received a mailing from us, (a) your email address is either listed with us as someone who has expressly shared this address for the purpose of receiving information in the future ("opt-in"), or (b) you have an existing relationship with us. We respect your time and attention by controlling the frequency of our mailings.

1.8.2 How can you stop receiving email from us?

Each email sent contains an easy, automated way for you to cease receiving email from us, or to change your expressed interests. If you wish to do this, simply follow the instructions at the end of any email.

2. Website Privacy

Hampshire is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, you can be assured that it will only be used in accordance with this privacy statement.

2.1 Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

2.2 Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Cookies used by this website are for:

- Google Analytics
- Cookie consent plugin
- Logged in users

2.3 Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

2.4 How we protect your privacy

We use security measures to protect against the loss, misuse and alteration of data used by our system.

3. Social Media

We use social media to bring our clients news on latest technologies, product deals, celebratory events, public interest feeds. When posting on our social media we will always seek written consent from individuals whose personal data will be present on public view.

The social media sites we may share your Personal Data with as at the date of this Privacy Notice and their respective privacy statements are:

Facebook: <https://www.facebook.com/privacy/explanation>

Twitter: <https://twitter.com/en/privacy>

LinkedIn: <https://www.linkedin.com/legal/cookie-policy>

4. Changes to this Data Protection and Privacy policy

We will update this Privacy Notice from time to time to reflect changes in our business. All such changes will be posted to the sites and if we consider it to be appropriate we will notify clients of any material changes by e-mail.