

LIVE OPTICIANS

Your Privacy & Your Rights

How LIVE Opticians looks after your personal information when you use our home eyecare and NHS eye test service.

LIVE Opticians

79 Sandhurst Road, Orpington, Kent, United Kingdom, BR6 9HN

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PRIVACY NOTICE

Client Privacy Notice

For publication on liveopticians.co.uk and provision at first appointment · Effective: 26 September 2026

Who we are

LIVE Opticians provides free NHS-funded and private eye examinations, and related eyecare services, in clients' own homes across South London, Kent, Surrey and Sussex. Our registered address is 79 Sandhurst Road, Orpington, Kent, United Kingdom, BR6 9HN. For any data protection question, contact us at info@liveopticians.co.uk or 01689 471007.

What information we collect

To arrange and carry out your home eye examination and, where relevant, supply glasses, we collect:

- Your name, date of birth, address, phone number and NHS number;
- Health information relevant to your eyecare, including examination results, prescriptions, and any relevant medical history (for example diabetes, or conditions affecting your mobility or communication needs);
- Details of any carer or family member involved in your care, where relevant;
- Your glasses/lens preferences and delivery details, if you order glasses from us.

How we use your information

What we do	Why
Arrange and carry out your home eye examination	To provide the service you have requested and deliver appropriate care
Process NHS-funded (GOS) eye tests	To claim NHS funding and meet our legal obligations as an NHS contractor
Order, deliver and fit your glasses	To fulfil your order
Contact you about appointments	To manage bookings and keep you informed
Send you service updates (only with your agreement)	Marketing, based on your consent

Our legal basis

We rely on the performance of a contract with you and, for NHS-funded tests, our legal obligations as an NHS ophthalmic contractor. Because eyecare and health information is "special category data", we also rely on the condition in UK GDPR Article 9(2)(h), which permits processing for the provision of health or social care, by or under the responsibility of a registered healthcare professional.

Who we share it with

We share information, only where necessary, with: the NHS (for GOS claims and referrals to your GP or an ophthalmologist where clinically appropriate); our lens supplier Rodenstock and other frame/lens suppliers, to fulfil your glasses order; and our practice management software provider. We do not sell your personal data, and we do not share it with third parties for their own marketing purposes.

How long we keep it

We retain client clinical records in line with the following periods:

- **Adult patients:** retained for 10 years after the date they were last seen, even if the patient has subsequently died.
- **Children and young people:** retained for 10 years after they were last seen, or until the patient's 25th birthday, whichever is later.

Other records (such as order and delivery details, or complaints correspondence) are kept for shorter periods as set out in our internal Data Retention Policy, to meet professional, NHS and legal record-keeping obligations.

Your rights

Under UK GDPR you have the right to: access the personal data we hold about you; ask us to correct inaccurate data; ask us to erase your data in certain circumstances; restrict or object to certain processing; request a copy of your data in a portable format; and withdraw consent at any time where we rely on consent (for example, marketing). To exercise any of these rights, contact us at info@liveopticians.co.uk or 01689 471007. See our Subject Access Request Procedure for how we handle requests.

Keeping your information safe

We use secure systems to store your records and limit access to staff who need it to provide your care. Our staff are trained in confidentiality and data protection.

Complaints

If you are unhappy with how we have handled your personal data, please contact us first using the details above so we can try to resolve this. You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or on 0303 123 1113.

Changes to this notice

We may update this notice from time to time. The latest version will always be available at liveopticians.co.uk and a copy is available on request.

COMPLAINTS PROCEDURE

GDPR Complaints Procedure

For publication on liveopticians.co.uk · Effective: 26 September 2026

Our commitment

LIVE Opticians takes the privacy of client and staff information seriously. If you are unhappy with how we have collected, used, stored or shared your personal data, we want to hear about it and put things right.

How to raise a concern

Please contact us with details of your concern, including your name, contact details, and a description of the issue:

- By phone: 01689 471007
- By email: info@liveopticians.co.uk
- By post: LIVE Opticians, 79 Sandhurst Road, Orpington, Kent, United Kingdom, BR6 9HN

What happens next

Step	Timescale
We acknowledge your complaint	Within 5 working days
We investigate and respond with our findings	Within 28 days – if we need longer, we will explain why
If unresolved, escalation to the Data Protection Lead	On request

If you remain unhappy

If we are unable to resolve your concern to your satisfaction, you have the right to complain directly to the UK's independent regulator, the Information Commissioner's Office (ICO):

Information Commissioner's Office
Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
Website: ico.org.uk · Helpline: 0303 123 1113

Non-data-protection complaints

If your complaint relates to clinical care or service quality rather than data protection, please let us know and we will handle it under our separate clinical complaints procedure, including your right to raise concerns with the NHS or the General Optical Council where relevant.