

## Visser Contactlenzen Privacy Policy

Visser Contactlenzen collects and processes privacy-sensitive data, i.e. personal data, as part of various services. Visser Contactlenzen is committed to meticulous and responsible handling of personal data. We always process and secure personal data with due care.

In processing personal data, we abide by the requirements set by current privacy legislation. This means among other things that:

- we clearly state the purposes for which we process personal data. We do so through this privacy policy
- we limit the personal data we collect to those personal data that are needed for legitimate purposes
- we will first ask you for your specific consent to process your personal data in cases where your consent is required
- we implement appropriate safeguards to protect your personal data and require that third parties performing work on our behalf do the same
- we respect your right to access your personal data and have your personal data rectified or erased.

Visser Contactlenzen is responsible for the collection, processing, and storage of all personal data obtained for the provision of our services. This privacy policy explains what personal data we process and why. We recommend that you read this document carefully.

*This privacy policy was last changed on 16/05/18 17:50.*

### Use of personal data

To be able to provide you with our services, we need certain personal data from you. We will only ever collect and process (personal) data that you have provided.

We collect and process the following personal data for the purposes specified in this privacy policy:

- Name and address details
- Bank account details
- Telephone number
- Date of birth
- Gender
- Citizen Service Number *[Burgerservicenummer]*
- Allergies
- Attending physician / GP
- Medicine use
- Health problems
- Sight test data
- Email address

### Registration (currently still under development)

When you use our website, you will in the future be able to create an account by registering on our website. After registering, we will store the username you have selected, as well as the personal data you have entered. We store these data so that you will not have to enter them every time you visit our website, and to contact you in relation to the contract. We will not transfer the personal data you have shared with us to third parties, unless it is necessary for the performance of the contract or we are required to by law. In case of a suspicion of fraud or misuse of our services, we may transfer your personal data to the proper authorities.



## Order handling

When you buy a product or procure a service from us, we will ask you for your personal data to be able to process your order. We will only transfer your personal data to third parties if this is necessary for the proper handling of your order. Possible third parties include the delivery company that needs your name and address details to be able to deliver your order.

## Subscription

Visser Contactlenzen offers you the option of taking out a paid subscription. To be able to set up your subscription, we need certain payment details from you. These data will not be used for other purposes.

## Advertising

We can keep you up to date on our new products and services:

- by post
- by email
- on social media

## Contact form and newsletter

On our website, we have included a contact form that you can use to submit queries to us. On this form, you will have to enter several details. It is up to you to decide what personal data you want to provide. To be able to place an order, certain data, such as your name and address details, are compulsory. The personal data you enter will be kept until your query or order has been handled.

## Advertisements

Our website does not display any generic advertisements.

## Transfer to third parties

In some cases, we transfer your personal data to our partners. These partners are involved in the performance of the contract. We will therefore ask for your consent separately before transferring your personal data to these partners. Our website contains links to social media platforms through so-called social media buttons. When you click these buttons, the social media in question will collect your personal data.

## \*\* Cookies \*\*

Our website uses cookies. The first time you visit our website, a notification will be displayed explaining why we use cookies and what kinds of cookies we use. You are free to disable cookies in your browser settings. Do bear in mind, however, that this may affect the functioning of our website. We have made arrangements with third parties that install cookies about the use of these cookies and the associated applications. Unfortunately, we do not have full control over how these providers process your personal data. We recommend that you read each of these parties' privacy policy. (please note: privacy policies are subject to change).

## Google Analytics

We use Google Analytics to track how visitors use our website. We have entered into a data processing agreement with Google to agree on how they are allowed to process our data. We have furthermore allowed Google to use the Analytics data obtained for other Google services. And finally, we always have the IP addresses of our users anonymised.

## Security

We have implemented various safeguards to restrict misuse of and unauthorised access to personal data. These safeguards include the following:

- Access to personal data is protected by a PIN, password, and an additional 2nd factor. A number of our workstations are meanwhile also equipped with so-called Windows Hello security. On top of these safeguards, we have added facial recognition, biometrics (fingerprint recognition), and the presence-based dynamic lock.
- Your personal data are stored in a separate secure system after receipt.
- We use secure connections (Secure Sockets Layer or SSL) that protect all information transmitted between you and our website when you enter personal data.

## Storage periods

The personal data described above will be stored for as long as necessary to complete your orders. This includes the statutorily required retention period for online and distance selling. In the interest of your health and to be able to give you the best possible advice, it is important that we store your personal data long term.

In doing their work, Visser Contactlenzen's optometrists are required to abide by the requirements of the Medical Treatment Contracts Act [Wet op de geneeskundige behandelingsovereenkomst, WGBO]. Under this legislation, care providers are required to compile a (medical) file for every client (Section 7:454, subsection 1, Netherlands Civil Code).

Care providers are under an obligation to keep this file for 15 years from the date of the first entry in the file, or longer insofar as this, in all reasonableness, ensues from best practices for care providers (Section 7:454, paragraph 3, Dutch Civil Code).

These data can only be transferred to another service provider, physician, or optician (data portability) on your request.



### **Third-party websites**

This privacy policy does not apply to third-party websites to which our website links. We cannot guarantee that these third parties process your personal data in a reliable or secure manner. We advise you to read the privacy statements on these websites before using these websites.

### **Changes to this privacy policy**

We reserve the right to make changes to this privacy policy. We advise you to regularly check this privacy policy to stay up to date with the latest version.

### **Access to and rectification of your personal data**

If you have any questions about our privacy policy or about access and changes to (or erasure of) your personal data, you can contact us on the below contact details at any time.

You can also send us a request for access to, rectification or erasure of your personal data. And you can submit a request for a data export of all personal data that we process with your consent or ask us to cease the processing of your personal data.

To prevent misuse, we will always ask you for proof of ID when you submit such requests. When it comes to access to personal data linked to a cookie, please include a copy of the cookie in question with your request for access. You can find all cookies in your browser settings. If your personal data turn out to have been recorded incorrectly, you can ask us to rectify or erase them.

### **Dutch Data Protection Authority**

Needless to say, we will be happy to help you if you have complaints about the processing of your personal data. The General Data Protection Regulation also gives you the right to lodge a complaint about the processing of your personal data with the relevant supervisory authority, which in the Netherlands is the Dutch Data Protection Authority. To do so, please contact the Dutch Data Protection Authority directly.

### **Contact details**

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