

Processing Activity	Personal Data Required/Held	Retention Time	Reason to hold Data
Optical service and products	Name, date of birth, telephone numbers, address and email. Current and past health and medication information, family history, your examination results, and lifestyle information. Data received other healthcare professionals as part of your ongoing care	10 years after last contact or until age 25, whichever is later	Contract – in order to provide the service or products you have requested Where health data is processed, we do so for the provision of healthcare.
Reminders	Name, email address, address, telephone number	10 years after last contact or until the age of 25, whichever is later or until asked to stop by you	Contract - in order to provide the on-going service appointment reminders are sent
Marketing	Name, email address, address, telephone number	Until asked to stop by you or until consent withdrawn by you	Legitimate interests – we will provide information which we believe is of genuine interest to you. Consent – you have given consent to receive information about products or services that are of interest to you
Credit / Debit card payments	Cardholder name, card number, security number	Duration of the transaction	Contract – you have agreed to provide these details to pay for the service or products ordered
Collection of online identifiers for analytical purposes (Cookies)	Cookie information IP address Device ID Session ID Interaction history Website feedback	See Cookie Policy https://www.walkerandcampbell.co.uk/privacy/	Consent – Ensuring visitors get the best experience.