



Privacy Policy

This Privacy Policy ('Policy') contains important information about the use and management of your personal data submitted through this website.

For the purposes of the EU General Data Protection Regulation (GDPR), M.I.S.S Ophthalmics Ltd ('we' or 'us') is the 'data controller' (i.e. the entity who is responsible for, and controls the processing of, your personal data).

Personal data we may collect about you

We will obtain personal data about you at times (such as your name and address) when you apply for product and/or service information, or general enquiry.

We may also obtain personal data about you if you volunteer it. If you volunteer such information, you will be consenting to our processing it for the purpose of consideration of your enquiry.

How we use your personal data

We will use your personal data for the purpose of:

- Communicating information related to your enquiry;
- Send promotional mailings or to call you about products, services, offers and other things we think might be relevant to you;
- to contact you for product and/or service feedback.

You can opt out of being contacted at any time by emailing missophthalmics@miss-opth.com and requesting not to be contacted.

Disclosure of your personal data

We will not disclose, lease, distribute or sell your personal information to third parties unless we have your permission, or the law requires us to.

Keeping your data secure

We will not store your data, other than email address which will be stored in emailing software.

Monitoring

We may record communications with you (letters and emails) for the purpose of quality assurance and statutory compliance.

Cookies and how we use them

A cookie is a small file placed on your computer's hard drive. It enables our website to identify your computer as you view different pages on our website.

Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you.

They also enable us to see information like how many people use the website and what pages they tend to visit.

How we use cookies

We may use cookies to:

- Analyse our web traffic using an analytics package. Aggregated usage data helps us improve the website structure, design, content and functions.
- Store information about your preferences. The website can then present you with information you will find more relevant and interesting.
- To recognise when you return to our website. We may show you relevant content or provide functionality you used previously.
- Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

Controlling cookies

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies. However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.

Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it

Links from our site

Our website may contain links to other websites.

Please note, we have no control of third-party websites. If you provide information to a website to which we link, we are not responsible for its protection and privacy.

Always be wary when submitting data to websites. Read the site's data protection and privacy policies fully.