

Privacy policy notice

Introduction

The European Academy of Optometry and Optics (“EAOO” or “the Academy”) is a membership organisation whose mission is to facilitate the changing face of optometry and optics in Europe by engaging, educating, inspiring and motivating educators, students, researchers and practitioners to achieve the highest level of professional competence and provide the best eye care to their patients.

The Academy’s main objective is to help develop the scientific knowledge base and support for optometry and optics, and to promote lifelong learning for optometrists, opticians, vision scientists and all those involved in eye care and eye health across Europe. Since its launch in 2009, the Academy has provided a much needed forum where experts and practitioners can come together to meet, share their successes and challenges, and learn from each other’s experience.

The EAOO is committed to protecting the privacy of members and website visitors. In the sections below, we explain how we use any personal information collected when you visit the EAOO website or when you become a member. We also explain the rights you have in relation to your Personal Data.

We collect and process your Personal Data on the following lawful basis: you have given us specific consent (when you have opted in to receiving communication from us), out of contractual necessity (in order for us to provide you with membership services) and to carry out legitimate interests (article 6, General Data Protection Regulation. The data collected is proportionate and has a minimal privacy impact).

What information do we collect?

When you visit the EAOO website, we may collect, store and use the following type of personal information:

- We use Google analytics to track information about your computer and about your visits to and use of the website, including: geographical location; browser type and version; operating system; referral source (how you heard about the website, e.g. social media or Google searches); which pages you access and how long you spend on them; as well as website navigation paths
- Information that you provide to us when registering online to events or registering your profile on our website
- Information that you provide to us if you chose to subscribe to our e-mail notifications and/or newsletters of general interest



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When you become a Member, we may collect, store and use the following type of personal information:

- Information you provide to us in the membership application form via the website or by e-mail or post. This data includes your personal details (name and surname, title and nationality), contact information (address, telephone, e-mail and social media accounts, organisation name), information about your professional or academic status and interests, as well as whether you are a member of an optical or optometric organisation in your country, opt-in to the member directory, and payment details.
- Data collected for registration for the annual EAOO conference (please see “EAOO annual conference section below)

How do we use the information?

We may use your personal information to:

- Administer our website and improve the content and services we offer to visitors and members
- Enable your use of the services available through the Members’ Section
- Set up and manage discussion groups on topics of interest
- Reply to your queries about your membership or EAOO work, and process any feedback or suggestions for membership services or EAOO activities
- Send statements, invoices and payment reminders, and collect payments from you
- Send important information relating to the EAOO administration, strategic priorities, upcoming events
- Send regular newsletters with general information of interest (if you have chosen to sign up for it)
- Send you marketing communications relating to the EAOO (if you have chosen to sign up for it)
- Send you invitations to attend a seminar, webinar or the EAOO annual conference
- Send you invitations to participate in an online survey
- Manage our membership database
- Contact individuals or organizations that you refer to us and identify you as the source of the referral



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EAOO annual conference

The EAOO holds its annual conference in close partnership with a national association or university. A Memorandum of Understanding (MoU) which sets out the roles and responsibilities of each party is signed. The EAOO relies on the host association / university for logistical support, which includes online registration. As such, the EAOO does not collect or hold this data directly. However, the EAOO will do its part to ensure that the registration forms and all processes used to collect and handle personal information comply with European privacy rules. Specifically, the EAOO will ensure that information from the registration database will not be disclosed to sponsors or third parties, unless the registrant specifically opts-in for this. The type of data typically collected consists of non-sensitive information such as name of the person registering, organization, e-mail, postal address (for invoices), phone number and type of registration. Information on dietary or other requirements that registrants wish to communicate in order to receive appropriate food and service during those meetings is also typically collected. Following the event, the information will be deleted by the EAOO and the MoU with the co-organizer will request the same.

Data subject rights

You have the following rights with respect to your Personal Data:

- **Access:** You can request information about the Personal Data we hold about you, and can also request a copy of the Personal Data.
- **Rectification:** You can request that we correct or supplement any Personal Data we are holding that you believe is incorrect or incomplete. Please note that you can also correct some of this information directly in your dedicated “Members’ section” on the EAOO website.
- **Erasure:** You can request that we erase some or all of your Personal Data.
- **Objection:** You can contact us to let us know that you object to the collection or use of your Personal Data for certain purposes.
- **Withdrawal of Consent:** You have the right to withdraw your consent at any time.

Please note that in some circumstances, we may not be able to fully comply with your requests. In such situations, we will keep you informed of our decision. For instance, a basic record of membership is needed in order to prove that you have been an EAOO member or that you have taken part in ongoing professional development courses, workshops or trainings. In this case, the basic record would keep your name and surname, year of membership and the title of the course, workshop or training taken (with mention of CETs obtained).

Sharing your Personal Data

The EAOO does not share your Personal Data to third parties for marketing purposes or other purposes unless you have granted us permission to do so. As stipulated above, we may share your Personal Data with the co-organizers of the annual EAOO conference, and with organizations that validate ongoing professional development courses, trainings and workshops. We may share



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information with our payment services provider (Stripe) only to the extent necessary for the purposes of processing payments you make via our website, refunding such payments and dealing with complaints and queries relating to such payments.

Security of your Personal Data

We are committed to protecting your Personal Data. We use dedicated and trustworthy software to manage our membership database, invoices and payments (Microsoft Access and Big Red Cloud). Financial transactions on our website are handled through our payment services provider, Stripe. The information stored on the EAEO's server is password-protected. Furthermore, our website is protected by an SSL certificate.

We advise you take precaution in protecting your Member's Account on the EAEO website. For instance, change your password often and make sure to keep it private.

Transparency

EAEO will inform visitors and members in case of any changes to this policy or in the way their data is being recorded, kept and safeguarded.

Contact us

You may contact us at any time to update your preferences or to get more information about this privacy policy.

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