

# Data Protection



Learn about our new  
**Privacy Policy for Customers**



**General  
Optica**  
Visión y Audición

Your eye expression is you

# Privacy policy

General Optica, S.A. has prepared the following Privacy Policy to inform you about the data processing it performs (i) when you order a service or buy a product in its network of shops or (ii) enter the website [generaloptica.es](https://www.generaloptica.es) (hereinafter, the "Website"), which is managed by said company.

Simply browsing the Website does not entail either the collection or processing of your personal data, without prejudice to the contents of our Cookie Policy, which we recommend you read carefully.

If you complete one of the forms, sign up for our newsletter or register as a customer, we will collect certain personal data with the principal purpose of responding to your request or enquiry, or to provide the service that you have ordered from us.

Please remember that if you wish to ask a question or request additional information, you can contact our Data Protection Officer at any time as indicated in the relevant section.

## Who is the data controller?

General Optica, S.A. ("**General Optica**"), with registered office at Ctra. de l'Hospitalet, núm. 147 - Cityparc, Edif. Amsterdam -Cornellà de Llobregat (08940, Barcelona), a company that manages a network of its own shops and franchises and that is a leader in the Spanish optical market.

At General Optica, our mission is to provide you with the best service at all our shops, franchises and during your online visits. To do this, we have one single database, of which General Optica and its franchised shops are the data controllers, containing data such as your purchase history or prescriptions so that we can always offer you a personalised service, however you contact us.

You should be aware that the franchised shops are legal persons, independent from General Optica. **Each of the data controllers has different obligations:**



General Optica has assumed the responsibility for developing the technical infrastructure through which the shared database is managed. It is also responsible for dealing with the exercise of rights, and making the relevant amendments to said database.



The franchises collect data from customers and potential customers that visit their premises and the franchises only access the shared database when it is strictly necessary to serve a customer.

Also, each franchise can have its own files (a file for accounts, billing, security surveillance, for example), processed using its own applications and under its exclusive responsibility.

If you visit a franchised shop in the General Optica network, you will receive information about the full name of the legal person, other than General Optica, that will process your personal data.

## Data Protection Officer or DPO

General Optica has appointed a DPO, who you can contact as follows:

- By sending an email to: [dpo@general-optica.es](mailto:dpo@general-optica.es)
- By writing to: Ctra. de l'Hospitalet, núm. 147 - Cityparc, Edf. Amsterdam - Cornellà de Llobregat (08940, Barcelona).

Our DPO is at your service to deal with any question or query you have that is related to our Privacy Policy or the processing of your personal data by General Optica.

Our DPO carries out their duties independently and without receiving any instructions from General Optica or its franchises. Therefore, you can also submit complaints to the DPO if you consider that your rights have not been properly addressed or that we are using your data inappropriately.

# What kind of data do we process?

**The data we collect depend on the product or service that you order from us and how you contact us.**

- ✔ If you create a user account on our Website, we will process your username and information related to your actions and access to the customer area.
- ✔ If you make a purchase at General Optica, we will ask you for identifying and contact details such as your name, surname(s), email address, username (for online purchases), postal address, etc., and details related to the payment you make. We will use these data to notify you of the delivery date of your order, to confirm an appointment with you or to issue a bill, for example.
- ✔ If you are not a customer of ours, we will only collect the data that is strictly necessary to reply to any question or request for information you make.
- ✔ We process data about health whenever it is necessary for the provision of a service related to your eye or ear health.
- ✔ Occasionally we will ask you to provide us with data about your hobbies, tastes, habits or family circumstances. These data are nearly always optional (unless they have some significance in assessing your eye or ear health). When we collect optional data, we use them to send you promotions that match your profile.

# What do we use your data for?

## What are the grounds that legitimate the processing?

We use your data mainly to manage the provision of the service or to sell you the product you have ordered from us. This processing is legitimated (i) by the existence of a contractual or pre-contractual relationship that we have with you and (ii) by the need to process information related to your health in order to provide the health service that you request.

**We may also use your data to:**

- ✔ Manage your purchase or the service you order from us. This includes actions such as: issuing a bill, testing your eyesight, ordering customised lenses, etc.
- ✔ Honour the guarantees of the products that you purchase at shops in the General Optica network.
- ✔ Provide you with access to the customer area of our Website.
- ✔ Send you order confirmations, delivery notifications and appointment confirmations.

**In addition to the above, there are a series of types of processing that we only carry out if you have given your consent:**

- ✔ Basic profiling of your hobbies, tastes and shopping habits. Occasionally, for profiling, we use analysis and information from third parties (public statistical and socio-demographic information provided by legally accredited organisations, such as demographic characteristics relating to your postcode, for example).
- ✔ Send you special offers, discounts and promotions that might be of interest of you.
- ✔ Send you our newsletter (we only send our newsletter to those who request this service).

Your consent is always given actively, through the Declaration of Consent that you will find on our Website or that will be provided to you in a shop (normally, we will request your signature to give your consent on an electronic device; you can obtain a copy of the signed document by requesting one from shop staff).

If you visit one of our shops and order certain services related to your eye and ear health, you will receive information from the health professional who serves you and you will have to sign a prior authorisation document (informed medical consent) for the following products: contact lenses, hearing aids and artificial eyes.

Informed medical consent is an authorisation to submit to and/or receive the requested health service or care, not an authorisation to process your personal data. Please do not confuse this with the consent that we request from you for promotional actions and the sending of commercial offers. Informed medical consent cannot be given via our Website.

## Specific products

### Privilege customers

Customers that have our Privilege card enjoy special conditions, and occasionally we need to process additional information in order to manage them.

We process the data of Privilege customers to manage the provision of the special services offered in the conditions of use of the card ([https://www.generaloptica.es/media/pdf/condiciones\\_programa\\_privilege\\_esp.pdf](https://www.generaloptica.es/media/pdf/condiciones_programa_privilege_esp.pdf)). Said conditions include special offers and discount vouchers. As a Privilege customer, you should be aware that you will only receive information about these offers and your discounts by SMS, email or other means if you have given your consent to do so. If not, you will continue to enjoy the same benefits, but you will have to directly ask about the application of special conditions and discounts in shops.

You can sign up for the Privilege card both in shops and via our Website.

## Gift card

If you have acquired a gift card we process your personal data (name, email address and bank details) to manage your shopping when using it. The processing of your personal data is legitimated by the existence of a contractual relationship.

If the gift card has been acquired via our Website, General Optica will ask for your first name so it can be included in the communication with the recipient of the gift card.

If you are the recipient of a gift card acquired through our Website, General Optica will process your contact (email address) and identifying (name) details that have been provided by the purchaser of the card. These data will be processed exclusively for the mailing of the gift card, and under no circumstances will General Optica use them for any other purpose. If you do not use the gift card or you give it to another person, your data will be deleted within a period of three years from receipt of the email.

## Customers registered on our Website

If you wish to make purchases via the Website, you have to register as a user and provide your name, surname, national identity card (DNI) or equivalent document and your contact information.

We will provide various payment methods, including the option to finance products. To process the payment of any products you buy, we may disclose your data to payment service providers, banking institutions and, if you decide to finance a product, to the company responsible for the financing.

Registration on the Website will remain active after your purchase has been made, meaning you will have a customer record, which may also be consulted in shops.

Your customer record means you can access your purchase history, obtain a copy of bills for purchased products and carry out other transactions. Via your profile you can carry out the following operations, among others:

- ✔ You can revoke your consent to receive marketing communications whenever you wish or activate acceptance of them.
- ✔ You can amend your contact details (add a new delivery or billing address, or a new telephone number, for example).

When you register as a user, you will be given login credentials (username and password). You are responsible for safeguarding them adequately. Do not disclose them to third parties and contact us immediately if you suspect that someone has been able to login to your account, by sending an email to: [atencioncliente@generaloptica.es](mailto:atencioncliente@generaloptica.es)

Registration is also available for users without making a purchase. For example, you can register to have access to your customer record created at a General Optica shop. This means you will be able to get a copy of your bills or of previous eyesight tests.

For security reasons, if you are already a General Optica customer, you will only be able to register to access your customer record by using the same contact details you provided at one of our shops. To confirm your identity, we will send a verification code to your phone. Please remember that registration could be denied in the following cases:

- ✔ If you do not provide your name and surname(s) and national identity card (DNI) or equivalent document correctly.
- ✔ If you provide different contact information to that provided in the shop (a different email address or telephone number).

Please check all the fields carefully when completing the registration form.

In all instances, registration and the purchase of products through the Website is not permitted for minors under 16 years of age.



# Telephone calls to the Customer Support Service

If you call our Customer Support Service, a recorded message will warn you that the call might be recorded. The information that you receive in said recorded message is complemented by the content of this policy.

We will store recordings for a maximum period of three years, during which they may be used to manage any claims, enquiries and incidents that are reported, to guarantee the security of said enquiries and the quality of our Customer Support Service.

## Who do we share your data with?

Firstly, as we have explained, your data are shared among all our own and franchised shops in our network, in order to provide you with a consistent service and be available to you at all locations in our network. Shop staff will only access your data as required. You can see an up-to-date list of our franchises and branches in Spain at:

<https://www.generaloptica.es/es/tiendas>

We have various suppliers that help us carry out our work. For example, companies that make prescription lenses to order, companies that distribute lenses, companies that distribute frames for glasses, etc. As a general rule, when we exchange information with these suppliers we use pseudonymised data. This means that the name of the relevant customer does not appear with an order for progressive lenses. Instead, an internal reference appears, meaning that the supplier does not know for whom it is manufacturing a product.




In addition to the above, at some of our shops we have service providers for special services, such as, for example: Retinalyze eye screenings, parcel delivery services, etc.

If you request one of these special services, your data will be disclosed to the relevant provider, indicating your name and surname and/or other relevant circumstances.

Finally, it is possible that we will have to disclose your data to third-party companies such as banks, financial institutions or payment service providers to adequately manage your purchase or service. If you wish to finance a purchase, your personal data (as a general rule, name, surname, product and amount you wish to finance) will be disclosed to the company responsible for the financing, which is governed by its own conditions of use and privacy policy, so that this company can initiate the formalities for the finance transaction.

## In which cases can we process the data of your family members or of third parties related to you?

**We can process personal data of your family members or of third parties related to you in the following circumstances:**

-  If you are the holder of a Privilege Card you can nominate other people as beneficiaries of your card, so that they can access some of the benefits of the Privilege Programme. In all instances it will be the data subject who provides other people's data to General Optica to register them as beneficiaries.
-  In the case of minors under 16 years of age of whom you are the parent or guardian (for whom you order a service or buy a product).
-  If you purchase a gift card, we will process basic data about the recipient of the card.

# Guarantees in the processing of children's data (minors under 16 years of age)

General Optica does not aim its products or services directly at children, although we do have a wide range of eye and ear health products and services for the children's market.

In the case of minors under 16 years of age, for the security of children themselves and for greater protection of their rights, we always deal with an authorised adult. This means, for example, that we will not sell products to minors under 16 years of age, nor will we send SMS messages to a child's phone reminding them of an appointment or send them promotional emails.

All minors under 16 years of age (unless they are legally emancipated and can prove this) will appear linked in their records to a responsible adult, who may be the mother, father, guardian or a person duly authorised by these people.

Both operational and promotional communications, if their sending has been accepted, will always be sent to the adult. Similarly, as a general rule, bills will be issued in the adult's name and not in the name of the minor under 16 years of age.

A minor under 16 years of age can have two appointed responsible adults, who will not be able to see each other's information (for example, one of the adults will not be able to see the products and services billed to the other, their billing or home address without their authorisation).

Please remember that when a minor under 16 years of age visits a General Optica shop accompanied by someone other than their parents, we reserve the right to request additional information from the accompanying adult (authorisation from either of the parents or a document that accredits their position as a legal guardian, for example).

In all instances, minors over 14 years of age may request access to their data and exercise the other rights that we list in the final part of this policy by themselves and without representatives.

# Are you over 16 years of age?

Our products are not aimed specifically at minors, but we do have many young customers and, occasionally, we provide special offers for them. If you are over 16 years of age, although not of legal age, you can consent to the processing of your personal data for yourself if you present your national identity card (DNI). If you wish, you can ask us to send you information about offers and discounts. Please bear in mind that, in this event, we may carry out profiling based on the information that you provide to us, in order to send you personalised offers.

Remember that the services on our Website are not available for minors under 16 years of age. You cannot register or make any purchase via the Website.

# How long do we keep your data?

If you are a regular customer, we will keep your complete purchase history active (from when you visited one of our establishments for the first time) in order to provide you with a good service, if you do not request otherwise (please see the "Your Rights" section).

If you do not regularly buy products or order services, we will delete your purchase history in accordance with our internal data retention policy. Please bear in mind that on occasions your data must be retained in order to comply with General Optica legal obligations (honouring guarantees, complying with tax obligations, etc.). Under no circumstances will your data be retained for longer than 15 years after the last time you visited one of our shops. Your user profile will be deleted automatically after this period.

# Your rights

**In accordance with current data protection legislation you can exercise various rights:**

- Request access to your data and obtain a copy of them.
- Request that they be rectified and/or deleted in some cases.
- Object to individual profiling.
- Request that we restrict the processing of your data.
- Request the data portability of the data you have provided to us when you have a contract with us.

If you have consented to the sending of marketing communications, you have the right to revoke this consent at any time, and we will stop sending you information about our offers. General Optica also recognises your right to submit a complaint to the DPO if you consider that your personal data has been misused or mishandled. Your claim will be investigated confidentially and you will receive a response from our DPO.

**You can contact us as follows in order to exercise your rights:**

- ✔ Through your customer account on our Website, in the section "My Account".
- ✔ By making a request at any shop.
- ✔ By calling the customer service support line at: **900 626 626**
- ✔ By sending an email to: **atencioncliente@generaloptica.es**
- ✔ By writing to the following address: Ctra. de l'Hospitalet, núm. 147, Cityparc, edif. Amsterdam, de Cornellà de Llobregat (08940, Barcelona).  
F.A.O. the General Optica Data Protection Officer.

You do not need to attach a photocopy of your national identity card (DNI), although in some cases we may ask you for additional information in order to verify your identity or find you in our databases (if there are two people with the same name or the email address that you use to contact us does not appear as linked to any customer, for example).

In all instances, as the affected party or data subject, you can submit any complaints that you consider appropriate to the Spanish Data Protection Agency ([www.aepd.es](http://www.aepd.es)).

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how  
you see*



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Customer Service  
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