



Data privacy policy for ECOO digital communications

Policy information

The European Council of Optometry and Optics ("ECOO") is the European umbrella association representing the interests of optometrists and opticians in Europe. It aims to promote eye health to the public across borders and to harmonise clinical and educational standards of optometric and optical practice throughout Europe.

ECOO issues articles, position papers and other news items, which are shared with its members (including members the ECOO European Qualifications Board) or any other person who explicitly requested to receive them (collectively referred to as the "Data Subjects"). The objective of these communications is to inform members or interested parties of the activities of ECOO or its members, or any other developments of relevance at EU or national level.

This policy has been prepared by Fabienne Eckert, Secretary General of ECOO, who is in charge of the data management within ECOO. It was approved by the Executive Committee of ECOO on 10 May 2018, on which date it became operational. The policy was reviewed in May 2021 and in June 2025. The next review will take place by the end of 2028.

Purpose of the policy

The purpose of this policy is to ensure Data Subjects are fully informed of why they receive the ECOO communications and what data is held on them.

Lawful basis

The lawful basis as per Article 6 of the GDPR of ECOO members (including members of the European Qualifications Board) receiving ECOO communications is "Legitimate interest" and for any other recipient who requested to receive the Newsletter it is "Consent".

Types of data

The type of data held for the distribution of the ECOO Communications is non-sensitive personal information, which consists of the name, organisation and e-mail address of the individual. The e-mail address is added to the relevant electronic mailing list.

Policy statement

ECOO commits to:

- Comply with the General Data Protection Regulation (Regulation 2016/679, "GDPR").
- Respect the rights of the individual to access, rectify, update, restrict or delete its data as foreseen by the lawful basis.
- Not to disclose information contained in the electronic mailing list to any third parties, in particular for marketing or promotional purposes.
- Be open and honest with Data Subjects on the data held and processed.
- Have in place a Data Protection Breach Policy which will be used to investigate fully any potential data protection breaches



- Safeguard the data held by ECOO

Responsibilities

The Executive Committee composed of the Directors of ECOO have the overall responsibility for ensuring that ECOO complies with its legal obligations. The person responsible for ECOO's data management is Fabienne Eckert, Secretary General of ECOO. She is in charge of briefing the Directors of ECOO on data protection responsibilities, reviewing data protection and policies, handling Data Subject requests and notifications to relevant bodies if applicable.

Security

The ECOO mailing list is securely stored in the Secretariat's IT and mailing system and is password protected.

Data recording

The data is received either

- Through the membership database of ECOO (including members and the European Qualifications Board)
- Through explicit written request (electronic means acceptable) by an interested external party.

Transparency

ECOO will inform Data Subjects in case of any changes to this policy or in the way their data is being recorded, kept and safeguarded.

The procedure for members to access or update their data and for external interested parties to update, access or delete their data, is to send a written notice to the ECOO Secretary General (electronic means accepted). Please refer to the [Data Subject Access Right Policy and Procedure](#) for further details.

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