

ECOO GUIDANCE

GOOD ONLINE PRACTICE

An illustration of a man with dark hair, wearing a blue suit, white shirt, and orange tie. He is holding a tablet in his left hand and pointing upwards with his right hand. The background is blue with several light blue stars.

Over recent years, the optical and optometric industry has seen a significant increase in e-commerce. E-commerce offers many opportunities, extending the reach of traditional practices and online providers and opening up new business opportunities. However, its success depends on fair competition and consumers and patients being able to make informed choices. To ensure businesses can benefit from the opportunities of the digital age, and to ensure that patients and consumers are empowered to use services and buy products safely, the European Council of Optometry and Optics (ECOO) launched guidance documents on good online practice: one for online providers and one for consumers and patients.

This infographic outlines some of the key principles.

Good online practices for online providers

- Online providers should be clear on their website about the services they provide.
- Online providers should know and understand the regulations that apply to online healthcare/handicraft services.
- Online providers should ensure that optical devices such as spectacles and contact lenses that are provided online match the specifications provided by the patient or consumer.
- A secure system needs to be in place for any online payments.
- The well-being of the consumer/patient should always be the priority.

Click [here](#) to access the guidance document for online providers.

Good online practices for consumers and patients

- A regular eye health check with an eye care professional is a fundamental part of looking after your eyes.
- Consumers/patients should be aware that online optical and optometric services involve the supply of medical devices, which requires the provider to understand their prescription.
- Consumers/patients should be careful about the websites or apps they use.
- The privacy of consumer/patient personal data needs to be maintained at all times by online providers.
- Consumers/patients should be aware of their rights when accessing professional services or purchasing spectacles, contact lenses or low vision aids online.

Click [here](#) to access the guidance document for patients and consumers.

The European Council of Optometry and Optics (ECOO)

is the European organisation which represents the interests of optometrists and opticians from 24 countries. 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.