



BucksVision
Sensory Loss Charity

Customer Feedback Policy & Procedure

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1. Introduction

BucksVision is committed to providing the best possible service to our members. Crucial to this is ensuring that members can provide feedback on the service they receive and that we respond in a helpful and flexible way to members' needs. Feedback is welcomed to help improve our services and standards.

- The handling of member feedback (complaints, compliments and comments) has a direct bearing on the public image of BucksVision and its Board of Trustees.
- All member feedback will receive an acknowledgment within five working days, usually sooner (within 2 working days for complaints), at point of receipt.
- Complainants will be dealt with promptly, constructively and with empathy; it is important that every complainant should feel that their complaint has been dealt with appropriately, with courtesy, fairness and respect.
- We can accept feedback in any format, whether that is over the telephone, by email, social media or by letter. All feedback will be acknowledged with a clear indication of what action will be taken.
- Comments, complaints and compliments are reported to BucksVision's Board of Trustees as a standing agenda item.

2. Purpose

The purpose of this document is to set out the procedure on how feedback relating to BucksVision's business activity (e.g., services, events, fundraising), should be dealt with by staff, in order to reflect the objective of improving the services offered to our beneficiaries.

3. Scope

This policy applies to BucksVision. All workers (staff and volunteers) are responsible for enacting the policy and procedures outlined.

4. Review

This policy is due for review every two years or earlier following any relevant legislative or organisational changes.

5. Definitions and Feedback channels

Comment – A suggestion or thought about a product, service or experience, perhaps an improvement that could be made.

Compliment – A positive review of a product, service or experience had with BucksVision.

Complaint – An expression (oral or written) of dissatisfaction of a product, service or experience requiring a response.

We welcome comments, compliments and complaints about the quality and nature of member/ client experience with BucksVision. It is important to ensure that feedback is referred to the relevant staff member as soon as possible, to avoid delay in responding to the feedback.

Sometimes we may receive comments from members which may be positive or negative but don't require a response. This is member feedback which should be acknowledged as a minimum.

Feedback can be directed:

- Via telephone on 01296 487 556 for core services, or 01296 479 970 for BISS.
- By email to reception@bucksvision.co.uk or fundraising@bucksvision.co.uk or biss@bucksvision.co.uk.
- Via social media such as [Facebook](#) and [Instagram](#).

We are committed to communicating with our members in ways they find accessible.

6. Handling positive feedback

Compliments and comments will be shared with the staff and volunteers who delivered the service to ensure continued quality service standards and to contribute to future developments that meet member needs.

The recording of positive feedback is important so that it may be shared, celebrated and rewarded through staff recognition. Staff and volunteers are required to follow BucksVision's **Data Protection Policy** and should anonymise member details accordingly when sharing positive feedback externally.

7. Handling complaints

Resolving complaints as close as possible to the point of service delivery means we can deal with them quickly. Where possible, we will deal with and correct any errors as soon as possible and apologise quickly for any error and their impact to the complainant. This encourages people to keep using our services and helps us to learn lessons and improve our services. In responding to complaints, we will comply with all specific regulatory requirements that apply to specific services.

We will assure complainants that if they tell us something is wrong we will:

- Aim to resolve any complaint as soon as possible and within the time frames set out in this policy.
- Explain our complaints process in plain English or in a language of the member's choice (where possible/ subject to regulatory requirements).
- Inform the Operations Manager or Chief Executive and keep a copy of the member feedback so that improvements can be made where they need to be.
- Inform the complainant what action has been taken and progress made.

If the member prefers a more 'informal approach' at Stage One, such as a telephone call or brief discussion, we will do this.

Those dealing with the complaint are responsible for ensuring that any decisions and outcomes are passed on to staff as well as the complainant. They are also responsible for keeping accurate records of all feedback received and actions taken, reviewing these regularly to identify trends to drive improvements, and reporting them centrally for oversight and governance purposes.

8. Complaints procedure

There are three stages. Deviation from the usual procedure should be explained and agreed with both the complainant and the Operations Manager or Chief Executive. It is advisable that a complaint is handled by one individual within each stage so that the complainant has a convenient single point of contact.

8.1. Stage One

A Stage One complaint is usually handled via the staff member who takes the complaint, where it will be resolved or routed to the most appropriate place. At this stage, staff should follow the following steps:

- Acknowledge a complaint within two working days of receipt.
- Assess the nature of the issue.
- Consider if the complaint is a safeguarding issue - if so, take action using the appropriate Adult or Child Safeguarding Policy which takes precedence, and the complaint, if separate, automatically moves to Stage Two.
- Consider if the complaint risks prompting a dispute with a material impact to BucksVision – if so, it must be reported to Chief Executive.
- Ask the complainant what outcome they are seeking to achieve.

- Respond sensitively to the complainant and, if possible, resolve the complaint straight away.
- Follow up in writing when appropriate.
- If the complaint cannot be dealt with immediately, explain to the complainant what process we will take and when it should be resolved. Where information is required from another staff member, they are obliged to provide this to the best of their knowledge within the expectations set with the complainant (usually two working days).

All complaints, resolutions and referrals must be logged, regardless of timeframes, to provide data for improvement. Specific feedback on individual staff / volunteers will be directed to the individuals via their line manager, with any appropriate action taken in line with HR policies.

If a complaint cannot be resolved at Stage One, or if the complainant is dissatisfied with our response, it should be referred to Stage Two.

8.2. Stage Two

A Stage Two complaint is dealt with by the Operations Manager, or an appropriate nominee. If the Operations Manager has already been involved in the matter, the Chief Executive will manage the complaint.

A complaint should be escalated to Stage Two when any of the following occur:

- The complaint raised is complex, serious, high-risk, or a high-profile issue, requiring detailed investigation.
- The complainant does not wish to take part in the frontline resolution process or it was tried but the person remains dissatisfied.
- The complaint is about the individual who dealt with the complaint in Stage One.
- There is a safeguarding concern, in which case the Adult or Child Safeguarding Policy takes precedence.

A full investigation and resolution will be sought within 20 working days, with written outcome(s) to the complainant. The outcome will be communicated to relevant staff and volunteers so that any recommended action can be taken to address the member's concerns.

8.3. Stage Three

If the complainant remains dissatisfied with the resolution at Stage Two, they can ask for a review within three months of the notification of outcome of Stage Two.

- It will be the responsibility of the Chief Executive (or one of the Board of Trustees) to handle the final stage review and ensure a suitable and appropriate process for the review is agreed with the complainant and followed.

All investigations should take place, be documented and resolved within 20 working days. The decision as to whether to uphold, partially uphold or not uphold the outcomes from the previous investigation of the complaint (and any further actions required) will be communicated by the Chief Executive/ Trustee and confirmed in writing to the complainant. Relevant staff/ volunteers will be informed of the outcome for service improvement.

8.4. Appeals, post Stage Three

If the complainant remains dissatisfied with the outcome of the complaint or the way in which it was handled, then they have the right to contact the external regulator, being the Charity Commission. Where the complaint is fundraising-related, the complainant has the right to contact the Fundraising Regulator.

Details of complaints that remain unresolved after Stage 3 of the process will be provided to the Board of Trustees.

Any complaint made about the Chief Executive will be reviewed by the Chair or a Trustee appointed by the Chair.

9. Data Protection Complaints Procedure

9.1. Introduction

BucksVision is committed to handling all data lawfully, transparently, and in line with the Data Use and Access Act 2025. We recognise the importance of trust in how data is used and shared and are committed to responding to concerns promptly, sensitively, and fairly.

This policy explains how individuals may raise a complaint specifically relating to the use, access, sharing, accuracy, or protection of data held or processed by BucksVision. This policy closely follows the complaints handling policy above.

9.2. Purpose

The purpose of this policy is to:

- Provide a clear and accessible process for raising data-related complaints
- Ensure compliance with the Data Use and Access Act 2025
- Align data complaints handling with BucksVision's existing complaints framework

- Support organisational learning and service improvement

9.3. Scope

This policy applies to:

- All personal data and relevant non-personal data processed by BucksVision
- Complaints raised by members, service users, staff, volunteers, partners, or members of the public
- All BucksVision workers (staff and volunteers), who are responsible for enacting this policy

9.4. What Constitutes a Data Use and Access Complaint

A data-related complaint may include concerns that BucksVision has:

- Used or shared data unlawfully or without appropriate authority
- Failed to provide clear information about how data is used
- Denied lawful access to data
- Held inaccurate or outdated data
- Failed to keep data secure

9.5. How to Raise a Data Complaint

Complaints may be raised using the same accessible channels outlined in the Customer Feedback Policy, including:

- Telephone
- Email
- Letter
- Social media

We are committed to communicating in ways members find accessible.

Where a complaint relates specifically to data use or access, it will be flagged and handled under this policy.

9.6. Handling Data Complaints

All data complaints will:

- Be acknowledged within two working days
- Be handled with courtesy, fairness, empathy, and respect
- Be recorded and logged accurately for accountability and learning
- Follow the three-stage complaints process used by BucksVision
- Safeguarding concerns take precedence and will be handled under the relevant Safeguarding Policy.

9.7. Complaints Procedure

Stage One:

- Complaints are handled by the staff member receiving them or referred to the appropriate officer
- The nature and risk of the complaint is assessed
- Where possible, resolution is sought immediately
- Outcomes are explained clearly to the complainant
- All actions are logged
- If unresolved or the complainant is dissatisfied, the complaint progresses to Stage Two.

Stage Two:

- Managed by the Operations Manager or nominee
- Escalated automatically where complaints are complex, high-risk, or involve staff handling Stage One
- A full investigation is undertaken
- A written response is provided within 20 working days

Stage Three:

- Managed by the Chief Executive or a Trustee
- Requested within three months of Stage Two outcome
- Final decision communicated in writing within 20 working days
- Relevant learning will be shared with staff and volunteers to support improvement.

9.8 External Escalation

If a complainant remains dissatisfied after Stage Three, they may raise the matter with:

- The Information Commissioner's Office (ICO) under the Data Use and Access Act 2025
- Other relevant regulators where appropriate
- Details of unresolved complaints will be reported to the Board of Trustees.

10. Subject Access Requests (SARs)

10.1 What Is a Subject Access Request

Under the Data Use and Access Act 2025, individuals have the right to request access to personal data that BucksVision holds about them. This is known as a Subject Access Request (SAR).

A SAR allows an individual to:

- Request confirmation that their personal data is being processed
- Access the personal data held about them
- Receive information about how and why their data is used
- Request supporting information required under the Act

10.2 How to Make a Subject Access Request

A Subject Access Request can be made free of charge and does not need to use specific wording. Requests may be submitted using any of the accessible feedback channels used by BucksVision, including:

- By email: reception@bucksvision.co.uk
- By telephone: 01296 487 556
- In writing: BucksVision, 143 Meadowcroft, Aylesbury, HP19 9HH

We are committed to communicating in ways members find accessible and will provide support where required to help individuals make a request.

BucksVision may charge a reasonable administrative fee, or refuse to act on a request, where a request is manifestly unfounded or manifestly excessive, or where an individual requests additional copies of information already provided.

Any fee charged will be proportionate, based on actual administrative costs, and clearly communicated to the requester, including information on their right to complain.

10.3 Information Required

To help us process a SAR efficiently, individuals are encouraged to provide:

- Their name and contact details
- Sufficient information to identify them
- A clear description of the information being requested

Where necessary, BucksVision may request reasonable proof of identity before processing a request, to ensure personal data is disclosed securely.

10.4 Timescales and Response

- Subject Access Requests will be acknowledged within five working days
- A full response will be provided within one calendar month of receipt
- Where a request is complex or numerous, this timeframe may be extended in line with the Act; the requester will be informed of any extension and the reasons for it
- Responses will be provided in an accessible format

10.5 Refusal or Restriction of Requests

In limited circumstances, BucksVision may lawfully refuse or restrict a Subject Access Request, for example where:

- An exemption under the Data Use and Access Act 2025 applies
- Disclosure would adversely affect the rights and freedoms of others
- Any refusal or restriction will be explained clearly in writing, including information on the individual's right to complain.

10.6 Complaints About Subject Access Requests

If an individual is dissatisfied with how their Subject Access Request has been handled, they may raise a complaint under this Data Use and Access Complaints Policy. If the matter cannot be resolved internally, individuals have the right to escalate their concern to the Information Commissioner's Office (ICO).

11. Inappropriate feedback

BucksVision takes intimidating or threatening behaviour against its staff and volunteers seriously and does not tolerate inappropriate behaviour towards its staff, volunteers or any associated workers.

Any worker who is subject to harassment, intimidation or threatening behaviour from a member or complainant should inform their line manager immediately and comprehensive records of the interaction(s) should be kept.

12. Policy review and version control

This policy and procedure will be reviewed at least once every two years. Changes to legislation will be incorporated into the policy as they are made. The Chief Executive is responsible for reviewing the policy and procedure and will seek guidance as necessary.

Version	Date	Author(s)	Changes
1.6	Jan 2026	Vicky Howell-Jones	Added policy on data protection complaints & SARs
1.5	Nov 2025	Steve Naylor	Updated logo
1.4	Jan 2025	Steve Naylor	Minor edits
1.3	Jan 2024	Steve Naylor	Added hyperlinks, minor edits
1.2	April 2023	Steve Naylor	Minor edits
1.1	May 2022	Steve Naylor	Revised to reflect BV becoming independent of RNIB
1.0	May 2020	RNIB	Policy created

End of document