**Privacy Policy**

**Effective from: \_\_date\_\_\_\_\_**

\_\_\_\_\_\_\_\_\_\_\_\_\_ Pvt. Ltd. (“us”, “we”, or “**company name**” which also includes its affiliates) is the author and publisher of the internet resource [www.\_\_\_\_\_\_.com](http://www.______.com) (“Website”) on the world wide web as well as the software and applications provided by \_\_**company name\_**\_\_, including but not limited to the mobile application of ‘\_\_**brand name**\_\_\_’, and the software/AI (together with the Website, referred to as the “Services”).

This privacy policy ("Privacy Policy") explains how we collect, use, share, disclose and protect Personal information about the Users of the Services, including the Practitioners (as defined in the Terms of Use, which may be accessed via the following weblink \_\_\_\_\_\_\_\_\_, the End-Users (as defined in the Terms of Use), and the visitors of Website (jointly and severally referred to as “you” or “Users” in this Privacy Policy). We created this Privacy Policy to demonstrate our commitment to the protection of your privacy and your personal information. Your use of and access to the Services is subject to this Privacy Policy and our Terms of Use. Any capitalized term used but not defined in this Privacy Policy shall have the meaning attributed to it in our Terms of Use.

BY USING THE SERVICES OR BY OTHERWISE GIVING US YOUR INFORMATION, YOU WILL BE DEEMED TO HAVE READ, UNDERSTOOD AND AGREED TO THE PRACTICES AND POLICIES OUTLINED IN THIS PRIVACY POLICY AND AGREE TO BE BOUND BY THE PRIVACY POLICY. YOU HEREBY CONSENT TO OUR COLLECTION, USE AND SHARING, DISCLOSURE OF YOUR INFORMATION AS DESCRIBED IN THIS PRIVACY POLICY. WE RESERVE THE RIGHT TO CHANGE, MODIFY, ADD OR DELETE PORTIONS OF THE TERMS OF THIS PRIVACY POLICY, AT OUR SOLE DISCRETION.

AT ANY TIME. IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY AT ANY TIME, DO NOT USE ANY OF THE SERVICES OR GIVE US ANY OF YOUR INFORMATION. IF YOU USE THE SERVICES ON BEHALF OF SOMEONE ELSE (SUCH AS YOUR CHILD) OR AN ENTITY (SUCH AS YOUR EMPLOYER), YOU REPRESENT THAT YOU ARE AUTHORISED BY SUCH INDIVIDUAL OR ENTITY TO (I) ACCEPT THIS PRIVACY POLICY ON SUCH INDIVIDUAL’S OR ENTITY’S BEHALF, AND (II) CONSENT ON BEHALF OF SUCH INDIVIDUAL OR ENTITY TO OUR COLLECTION, USE AND DISCLOSURE OF SUCH INDIVIDUAL’S OR ENTITY’S INFORMATION AS DESCRIBED IN THIS PRIVACY POLICY.

**1. Policy Structure**

This Privacy Policy states the following:

The type of information collected from the Users, including Personal Information (as defined in paragraph 2 below) and Sensitive Personal Data or Information (as defined in paragraph 2 below) relating to an individual.

The purpose means and modes of collection, usage, processing, retention and destruction of such information; and how and to whom We will disclose such information.

**2. Collection of Information**

1. While using our Services, we may ask you to provide us with certain personally identifiable information (“**PII**”) that can be used to contact or identify you. PII includes, but is not limited to, your name, phone number, postal address, email address and other information that by itself, or in conjunction with other information, can be used to specifically identify you. However, PII does not include aggregated information that, by itself, does not permit identification.
2. Information that we collect when you use our Services includes:
3. **Information provided by you to use our platform:**

When you sign up and register with us through the Website and/or App, we ask you for certain information. This will include but not limited to your

1. Name
2. Email address,
3. Mobile number
4. Telephone number and emergency contact number
5. Medical situation details like surgical history (if any), part medication history (if any), allergy history ( if any), psychological history (if any), any family medical history (if any).
6. Body weight
7. Height
8. Any kind of addiction history (if any).
9. Blood group (yours and your partner)
10. Occupation
11. Food eating habits
12. Physical activity status Etc.

The above list of details is not exhaustive and further, we ask you for certain information pertaining to your physical, mental and medical status for an accurate evaluation of your medical situation (“**Mandate Information**”)

1. **Log Data**

With the help of third parties like Google and Facebook, Instagram, twitter we collect information that your browser or mobile device sends to them whenever you visit our Services ("**Log Data**"). This Log Data includes information such as your computer's Internet Protocol ("**IP**") address, geolocation and geospatial data, browser type and browser version. In case you are accessing the App, we may collect certain mobile device information such as device ID, model number, operating system, global positioning data, application, and other related information. We also collect data on the pages of our Services that you visit, the time and date of your visit, the time spent on those pages, default language and user preferences, and other similar usage related statistics. We may assign each user of the Services unique identifiers to help keep track of future visits.

1. **Payment information**

Our Services may require you to make payments on the Platform. When you are making any payments, we collect billing details from you such as your name, name of company, billing address, contact number, payment method and IP address, and then redirect you to a secure payment service provider platform operated by our payments partner(s) Paytm, Razorpay etc. and other payment partners which may be added time to time. We do not store any payment related information such as credit/debit card details and/or bank details.

1. **Advertising, Use of Cookies, and Other Tracking Technologies (Cookie Policy)**

We advertise in several ways, including online through managed social media presences, and on other unaffiliated sites and mobile applications. To understand how our advertising campaigns are performing, we may collect certain information via our Sites through our advertising service providers. We or our vendors use several common online tracking tools to collect information about our users, such as browser cookies, web beacons, and other similar technologies. The information we collect includes IP addresses, the number of page visits, pages viewed via our Sites, search engine referrals, browsing activities over time and across other websites following your visit to one of our Sites or applications, and responses to advertisements and promotions on the websites and applications where we advertise. We do not permit third parties to advertise on our Site.

We also use certain information to:

* Identify new visitors to our Sites;
* Recognize returning visitors;
* Advertise on other websites and mobile applications not affiliated with us;
* Analyze the effectiveness of our advertisements;
* Better understand our audience, customers, or other Site visitors; and
* Determine whether you might be interested in new products or services.

1. **Controlling Our Tracking Tools.**

Your browser may give you the ability to control cookies. How you do so, however, depends on your browser and the type of cookie. Certain browsers can be set to reject all browser cookies. If you configure your computer to block all cookies, you may disrupt certain web page features, and limit the functionality we can provide when you visit or use our Sites. If you block or delete cookies, not all of the tracking that we have described in this policy will stop. Some browsers have a “Do Not Track” feature that lets you tell websites that you do not want to have your online activities tracked. These browser features are still not uniform, so we are not currently set up to respond to those signals.

1. **Controlling Online Interest-Based Ads.**

We sometimes work with online advertising vendors to provide you with relevant and useful ads. This may include ads served on other companies’ websites. These ads may be based on information collected by us or third parties. For example, your geographical location may be used to target an ad for people in your area. These ads may also be based on your activities on our Sites or on third party websites.

1. **Information received from others**

We may combine information about you that we already have with information we obtain from other sources, to provide you a better end user experience or to improve the quality of our Services. Examples of information we may receive from other sources includes details of the Mandate Information available to us, customer support or enrolment information, page view, search term and search result information, and credit or identity information which we may use to detect fraud.

Please note that we use \_\_for example google analytics\_\_\_\_\_\_\_\_\_ and other similar kind of tools for the purpose of analytics and measurement of the Services. For example, we may use the data gathered from your usage of the Services by Instagram, facebook, twitter etc. to design new products or services, or to make our existing offerings under the Services more user friendly.

1. Apart from the information listed above and the Mandate Information made available to us while providing our Services, we do not collect any other sensitive information such as financial data, political views of any individuals, health-related information or sexual orientation of any individuals, information related to race, caste or language (Collectively, “**Sensitive Personal Information**”), unless required by the provisions of any applicable law.

**3. Use of Information**

We use your PII and other information collected from you for the following purposes:

1. To provide you with a customized and optimized treatment and consultation plans;
2. Better treatment compliance and outcomes
3. Better and effective engagement with the consultants and health care service providers.
4. Enhanced knowledge about various medical situation and self-health awareness. Research and development using the Metadata only.
5. Enhanced Convenience to access health record anytime and access to the experts anywhere.
6. Savings on healthcare expenditure.
7. Superior clinical outcomes
8. Better customer engagement
9. More effective remote patient monitoring Ample data for effective, impactful, and proactive treatments
10. Reduced physician burnout Reduces manual, time-consuming activities
11. To track your usage of our Services and customize the Services to best suit your requirements.
12. To send you communications, as per your notification settings, on any updates or developments pertaining to the Services or your use of the Services.
13. To improve the security of the Services.
14. To protect our rights and property and the rights and property of our other users
15. To provide you with information about new products or services launched by us or our partners;
16. To back up our systems to ensure preparedness for disaster recovery;
17. To provide you with customer support services, whether through email, phone, push notifications or messages within the Services
18. To provide you with technical service and support, including updates
19. To combine your PII or other information with information obtained from other users on the Platform, and publish summaries (only metadata) of aggregate data online or offline.
20. To provide information to third parties performing services in support of our delivery of the Services to you
21. To communicate promotions and other offers, and for the purposes of advertisements
22. To improve the quality, features and functionality of the Services, including measurement of service usage and efficiency of algorithms;
23. For the purposes of auditing, research and analysis to ensure the technical stability of the Platform;
24. To prevent and detect any fraud or other illegal activity on the Platform, and to prevent violations of our Terms of Use;
25. To facilitate payment processes and verify payment information;
26. As may be necessary to enforce the terms of this Privacy policy and our Terms of Service.

**4. Storage of information**

a) All data storage of your PII or other information collected from you may be stored and processed on computers located at the cloud servers provided by the Amazon Web Service. Through your use of the Services, you unequivocally consent to the processing and storage of your information.

b) We store some of your information on your device for subsequent retrieval and utilisation. We take commercially reasonable care to encrypt this information on your device with passwords or other secrets supplied by you. Such information stored on your personal device is subject to the security offered by your device, browser and other components. You understand and agree that we cannot be held responsible for any compromise of access to your personal device, for loss of information, theft or for any exploits or logic attacks on your device through malware or other software or hardware that is outside the control of our Services.

c) Although the security of your PII and other information is important to us, do remember that no method of electronic storage, or method of transmission over the internet is 100% secure. While we strive to use commercially acceptable and standard means to protect your information, including internal reviews of our data collection, storage and processing practices and security measures, we cannot guarantee absolute security in this regard. You provide your information and PII to us at your own risk.

**5. disclosure and sharing of information**

We may employ third parties to facilitate the Services, to provide the Services on our behalf, to help us analyse how the Services are used, or to perform Service-related services. We may share your information with third-parties in the following circumstances:

1. We have obtained your consent, including when you choose to register a user account, use the Services, and otherwise share your information with us, other users on the Platform and/or other third-parties.
2. If sharing or disclosure of your PII or other information is necessary to provide you with the Services.
3. If we have been acquired/purchased by a third-party.
4. If sharing or disclosure of your PII or other information with our associate entities, including any related companies, successors, assigns, licensees, affiliates or business partners becomes necessary. We require that these entities process your PII or other information solely as per our instructions and in compliance with this Privacy Policy and any other appropriate confidentiality and security measures.
5. If your PII or other information is demanded by a court order or by governmental authorities.
6. If sharing or disclosure of your PII or other information is needed to help prevent against fraud or the violation of any applicable law, statute, regulation, ordinance, or treaty.
7. If sharing or disclosure of your PII or other information is needed to protect our employees, independent contractors, officers, members, or other users; and
8. If otherwise permitted to do so by this Privacy Policy or by provisions of applicable law.

6. The following categories of recipients will most likely receive your information to enable us to provide the Services to you:

1. Third Party Data Center Services such as *Amazon Web Service*.
2. Third Party SMTP Services such as gmail.com.
3. Facebook, Instagram, for direct marketing.
4. Third party Service Providers such as Paytm, Razorpay etc.

6.1 All financial information collected on the Platform is used solely to enable payments as consideration for the Services. No financial information collected on the Platform is used for marketing or promotional purposes. Remember that if you provide any PII directly to a third party, such as through a link on the Website or the App, the processing is typically based on their standards (which may not be the same as ours);

6.2 When any PII or other information pertaining to the users is shared with third-parties, such as advertisers, licensees and content distributors, we shall ensure that such information shall be non-private, aggregated or anonymised so that it will not identify you personally. You understand that we may further distribute your information to a wider audience through third-party sites and services, as long such distribution is consistent with this clause and other provisions contained in this Privacy Policy.

6.3 We may use external advertising companies to serve advertisements when you have visited our website. These companies may use anonymised information about your visits to this and other websites in order to provide advertisements about goods and services that may be of interest to you.

6.4 We may share PII with our parents, subsidiaries, divisions, and affiliates or as part of any sale, merger or acquisition;

6.5 We will never sell your PII to unaffiliated third-parties without your approval at the time of collection. You agree to inform us of any changes to your PII, and to protect the security of your username, password and PII.

7. **CONFIDENTIALITY AND SECURITY**

7.1 Your Personal Information is maintained by us in electronic form on its equipment. Such information may also be converted to physical form from time to time. The company takes all necessary precautions to protect your personal information both online and off-line and implements reasonable security practices and measures including certain managerial, technical, operational and physical security control measures that are commensurate with respect to the information being collected and the nature of our business.

7.2 No administrator at the company will have knowledge of your password. It is important for you to protect against unauthorized access to your password, your computer and your mobile phone. Be sure to log off from the Website when finished. We does not undertake any liability for any unauthorised use of your account and password. If you suspect any unauthorized use of your account, you must immediately notify us by sending an email to \_\_\_\_support Email\_\_\_\_\_\_\_ You shall be liable to indemnify the company due to any loss suffered by it due to such unauthorized use of your account and password.

7.3 Notwithstanding the above, the company is not responsible for the confidentiality, security or distribution of your Personal Information by our partners and third parties outside the scope of our agreement with such partners and third parties. Further, we shall not be responsible for any breach of security or for any actions of any third parties or events that are beyond the reasonable control of the company including but not limited to, acts of government, computer hacking, unauthorised access to computer data and storage device, computer crashes, breach of security and encryption, poor quality of Internet service or telephone service of the User etc.

**8. Information Retention**

8.1 Upon receiving a deactivation request, we will deactivate your account and all PII and Sensitive Personal Information collected by us will be destroyed. We retain non-personally identifiable information indefinitely for the purposes of analytics, subject to such information being kept separate from other information that may constitute PII or that may, in combination with such non-personally identifiable information, render the information personally identifiable.

8.2 We collect and retain certain information that is required for our detection, investigation and prevention of fraud, cheating and other violations of our Terms of Use and applicable laws ("**Breach(es)**"). This data is used only for the purposes of detection, investigation, prevention and, where applicable, acting on such Breaches and stored only for the minimum amount of time needed for the purpose of dealing with such Breaches. If the data indicates that such a Breach has occurred, we will further store the data for the establishment, exercise or defense of legal claims, until a legal case related to it has been resolved, or such legal claim no longer exists due to the expiry of relevant limitation periods. Please note that the specific data stored for dealing with Breaches may not be disclosed to you if such disclosure will compromise our legal rights as well as the mechanism through which we detect, investigate and prevent such Breaches.

9. **Changes to this Privacy Policy**

We may update our Privacy Policy from time to time. You agree to periodically review the current version of the Privacy Policy, as posted on the Website or App. We will notify you of material changes in advance by email or by notice on this page when you log on to the Website or the App. Changes to this Privacy Policy are effective when they are posted on this page. If you do not agree to the change, you may discontinue the use of Services.

**` 10. Contact us**

If you have any questions about this Privacy Policy, please contact us at \_\_\_\_\_\_\_\_\_\_\_