

PRIVACY POLICY

This Privacy Policy explains how **MAA Hospitals** collects, uses, stores, and protects your personal information when you visit or use <https://www.maaent.com> (“Website”).

By accessing or using this Website, you agree to the practices described in this Privacy Policy.

MAA Hospitals respects the user’s privacy and are committed to protecting it.

The terms “Services” refers to any services provided by the **MAA Hospitals**.

The terms “**we**”, “**us**”, “**our**” hereinafter refer to **MAA Hospitals**.

The terms “**you**” and “**your**” hereinafter refer to the User of **MAA Hospitals** platform.

The Privacy Policy describes the policy and procedures of the collection, use, disclosure and protection of it. This policy describes:

- a. The types of Information that **MAA Hospitals** may collect from you when you access or use its websites, applications and other online services.
- b. Its practices for collecting, using, maintaining, protecting and disclosing that information.

This Policy is drafted in accordance with applicable Indian laws, including the Digital Personal Data Protection Act, 2023 (DPDP Act), the Information Technology Act, 2000, and the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, to the extent applicable.

This policy does not apply to information that you provide to, or that is collected by, any third-party. **MAA Hospitals** encourages you to consult directly with such third-parties for information about their privacy practices.

1. INFORMATION YOU PROVIDE TO US:

We shall collect the following types of information when you use our Website or contact us:

- a. **Personal Information:** Name, Address, email address, postal code, password and other information you may provide with your account, such as your gender, mobile phone number, date of birth, anniversary date, user bio and nationality. This also includes your profile picture that will be publicly displayed as part of your account profile. In such cases, we fetch and store whatever information is made available to us through these sign-in services.
- b. **Your communications:** Appointment or enquiry details submitted through forms, calls, or messages, your correspondence with our customer service and other grievance redressal mechanisms.
- c. **Transactional information:** We may collect and store information about you to process your requests and automatically complete forms for future transactions, including (but not limited to) your phone number, address, email, billing information/ UPI and credit or payment card information. This information (like transaction ID) may also be shared with the clinics or diagnostic centers to confirm appointments and fulfil requests.
- d. **Information volunteered by you:** As a part of various service offerings provided by us from time to time, you may be given the opportunity to provide us with information that allows us to facilitate these services and in doing so, you consent to providing us with such information. This includes, without limitation, any information you provide in

response to surveys, feedback requests, promotional offers, contests, user research studies, beta testing programs, or when utilizing any new or optional features we may introduce. By volunteering any such information, you explicitly consent to its collection and use for the purposes stated at the time of collection and as generally described in this Privacy Policy.

- e. **Your activities:** The search terms you have looked up and results you selected, how long you used our Services and which features you used; the ads you clicked on, the technical information such as IP address, browser type, device details, and website usage data.

2. INFORMATION COLLECTED THROUGH AUTOMATIC DATA COLLECTION TECHNOLOGIES:

We may automatically collect certain information about the computer or devices (including mobile devices) you use to access the Services, and about your use of the Services, even if you use the Services without registering or logging in.

- a) **Device & Connection Information:** Data about the computer, mobile device, or other equipment used to access our Services. This includes IP address, device type, operating system, browser type and version, unique device identifiers (such as Apple IDFA, Android Advertising ID, or other manufacturer-assigned IDs), mobile network information, device settings (like language, time zone), connection type and speed, and potentially the device's telephone number associated with the SIM card or device.
- b) **Precise and real-time location information:** When you use one of our location-enabled services (for example, when you access Services from a mobile device), we may collect and process information about your mobile device's GPS location (including the latitude, longitude or altitude of your mobile device) and the time the location information is recorded to

customize the Services with location-based information and features.

- c) **Cookies and Other Electronic Tools:** We, and third parties with whom we partner, may use cookies, pixel tags, web beacons, mobile device IDs, "flash cookies" and other similar files or technologies to collect and store information in respect to your use of the Services and third-party websites. This is to store your preferences and settings, enhance your experience by delivering content and advertising specific to your interests, perform research and analytics, track your use of our Services, and assist with security and administrative functions.

3. How We Use Your Information

We may use your information to:

- a. **User Experience:** To provide, personalize the use of our products and services and maintain and improve the user experience.
- b. **Core Operations:** Administer our Services by sharing information with relevant third parties (clinics, diagnostic centers, etc.s) to facilitate provisions of the Services. Process and complete your transactions. We also use your information to process and respond to your queries and complaints, provide you with customer support, allow you to participate in interactive features, send you questions from other users that you may be able to answer, provide you with policies about your account and notify you about changes to our platform and Services. Respond to enquiries, provide requested services, schedule, confirm, and manage appointments.
- c. **Marketing and Advertising:** Sending service related communications to you via email, SMS, WhatsApp etc. that we determine may be of interest to you which enables us to show you advertisements relevant to your likely interests and administer promotions and contests.
- d. **Recording and Retention of Interactions:** To ensure service quality, maintain platform integrity, resolve disputes,

conduct internal training, detect and prevent fraud, and for other essential administrative and operational purposes, we reserve the right to monitor and record communications and interactions that occur through or in connection with our Services.

4. Sharing of Information

We do not sell, rent, or trade your personal information. Your information may be shared only:

- a. With authorized internal staff for service coordination
- b. When required by law, court order, or government authority
- c. To protect our rights, users, and services from misuse, fraud, or security threats

5. Data Security

MAA Hospitals implemented appropriate physical, electronic, and managerial procedures to safeguard and help prevent unauthorized access to your information and to maintain data security. These safeguards take into account the sensitivity of the information that we collect, process and store and the current state of technology. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it.

We assume no liability or responsibility for disclosure of your information due to errors in transmission, unauthorized third-party access, or other causes beyond our control. You play an important role in keeping your personal information secure. You should not share your username, password, or other security information for your MAA Hospitals accounts with anyone. If we receive instructions using your username and password, we will consider that you have authorized the instructions and will not be liable for any breach or subsequent loss arising out of such perceived authorization.

6. Cookies

Our Website may use cookies to enhance user experience and analyze website traffic. You may disable cookies through your browser settings; however, some features of the Website may not function properly.

7. Children's Privacy

The MAA Hospitals platform, applications is not targeted towards, nor intended for use by, anyone under the age of 13. If you are between the ages of 13 and 18, you may access and participate MAA Hospitals and services only under the supervision and consent of a parent or legal guardian who agrees to be bound by these terms of use.

8. Your Rights

You may request access to, correction of, or deletion of your personal information by contacting us through the **Contact Us** page. Requests will be handled in accordance with applicable laws.

9. Amendment

We may update this Privacy Policy from time to time. Any changes will be posted on this page with the updated effective date.

10. Contact Information

If you have any questions about this Privacy Policy, please contact **MAA Hospitals** through the **Contact Us** page on <https://www.maaent.com>