

Sri Gokulam Hospitals Privacy Policy

"We," "Us," and "Our" refer to Sri Gokulam Hospitals. We are committed to protecting the privacy, confidentiality, and security of your personal and health information. This Privacy Policy explains how we collect, use, process, store, disclose, and safeguard your personal information in compliance with applicable Indian laws, including:

- The **Digital Personal Data Protection Act, 2023 (DPDPA)**;
- **Section 43A of the Information Technology Act, 2000**; and
- The **Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011**.

This Privacy Policy applies to all personal information collected and processed by Sri Gokulam Hospitals through our healthcare services, whether online through our website and digital platforms or offline through our hospitals and associated facilities.

The terms **"You"** and **"Your"** refer to patients, attendants, caregivers, visitors, and users of our services. The terms **"We," "Us," and "Our"** refer to Sri Gokulam Hospitals.

1. Scope and Applicability

This Privacy Policy applies to:

- Personal information collected when you visit any Sri Gokulam Hospitals facility, avail our healthcare services, or interact with us through our website, mobile applications, telephone services, or other communication channels.
- Information shared during registrations, consultations, diagnostics, admissions, treatment, discharge procedures, feedback submissions, and other hospital-related activities.
- Sensitive personal information processed in connection with the delivery of healthcare services.

We are committed to processing personal data with the highest standards of privacy, confidentiality, and security in accordance with applicable laws.

2. Personal Information We Collect

We may collect and process the following categories of information:

a. Identity and Contact Information

- Name
- Gender
- Date of birth and age
- Residential address
- Email address
- Telephone or mobile number

- Government-issued identification details, where required by law

b. Health and Medical Information

- Medical history and records
- Diagnostic reports and laboratory results
- Prescriptions and medication history
- Treatment plans and progress notes
- Allergies and clinical observations
- Radiology and imaging records
- Information related to admissions, procedures, and discharge summaries

c. Financial and Insurance Information

- Billing information
- Payment details
- Insurance policy details
- Claims-related information
- Transaction records

d. Website and Technical Information

- IP address
- Browser type and version
- Device information
- Website usage data
- Cookies and related technologies

e. Information Voluntarily Provided

Any additional information you choose to provide through feedback forms, surveys, appointment requests, patient support services, or other communications.

3. Legal Basis for Processing Personal Data

We process personal information in accordance with applicable legal requirements, including:

Digital Personal Data Protection Act, 2023 (DPDPA)

- Processing personal data for lawful purposes.
- Obtaining consent wherever required.
- Ensuring transparency and accountability in data processing activities.

Information Technology Act, 2000 – Section 43A

- Implementing reasonable security practices and procedures to safeguard sensitive personal information.

Information Technology Rules, 2011

- Collecting and processing sensitive personal data only for legitimate purposes and with appropriate consent.
- Maintaining adequate security controls and safeguards.

4. Purpose of Data Collection

Your personal information may be used for the following purposes:

- Providing healthcare services, including diagnosis, treatment, preventive care, and follow-up services.
- Managing patient registration, admissions, appointments, and discharge processes.
- Maintaining medical records and ensuring continuity of care.
- Processing billing, payments, and insurance claims.
- Complying with legal, regulatory, accreditation, and audit requirements.
- Improving the quality, safety, and effectiveness of healthcare services.
- Conducting internal research, analytics, and operational assessments using anonymized or aggregated information where feasible.
- Sending appointment reminders, health updates, wellness information, service notifications, and other relevant communications.
- Responding to queries, feedback, grievances, and patient support requests.

5. Consent for Data Processing

By accessing our services or voluntarily providing your personal information, you consent to the collection and processing of such information in accordance with this Privacy Policy.

You acknowledge and consent to:

- The collection, storage, use, and disclosure of your personal information for the purposes outlined in this Policy.
- The processing of sensitive personal information, including health information, for delivering healthcare services and fulfilling legal obligations.

You may withdraw your consent at any time, subject to applicable legal and contractual obligations. Withdrawal of consent may affect our ability to provide certain services.

6. Data Sharing and Transfers

Sri Gokulam Hospitals does not sell, trade, or rent your personal information to third parties.

Your information may be shared under the following circumstances:

Healthcare Professionals

With doctors, nurses, consultants, pharmacists, and authorized healthcare personnel involved in your treatment and care.

Service Providers

With laboratories, diagnostic centers, insurance companies, payment processors, information technology providers, and other service providers engaged under appropriate confidentiality obligations.

Legal and Regulatory Authorities

Where disclosure is required under applicable laws, regulations, judicial proceedings, government directives, or law enforcement requests.

Corporate Transactions

In the event of restructuring, merger, acquisition, or transfer of business operations, subject to applicable legal safeguards.

Cross-Border Transfers

Where personal data is transferred outside India, such transfers shall be undertaken only in accordance with the provisions of the DPDPA and applicable governmental notifications, ensuring appropriate safeguards are maintained.

7. Data Security

Sri Gokulam Hospitals has implemented reasonable security practices and procedures to protect personal and sensitive personal information against unauthorized access, misuse, loss, disclosure, alteration, or destruction.

These measures include:

- Encryption of sensitive information during transmission and storage, where appropriate.
- Role-based access controls and authentication mechanisms.
- Regular monitoring, vulnerability assessments, and security audits.
- Secure data backup and disaster recovery procedures.
- Employee awareness and confidentiality obligations.
- Restricted access to medical records and information systems.

While we strive to maintain robust safeguards, no method of transmission over the internet or electronic storage is entirely secure. Users are encouraged to protect their credentials and promptly report any suspected misuse.

8. Your Rights

Subject to applicable laws, you may have the following rights regarding your personal data:

- **Right to Access:** Request information regarding the personal data we hold about you.
- **Right to Correction:** Request correction or updating of inaccurate or incomplete information.
- **Right to Erasure:** Request deletion of personal data, subject to statutory retention requirements.
- **Right to Grievance Redressal:** Seek resolution of concerns relating to the processing of your personal information.
- **Right to Withdraw Consent:** Withdraw previously provided consent, where processing is based on consent.
- **Right to Nominate:** Exercise rights available under applicable provisions of the DPDPA, including nomination rights where applicable.

Requests may be submitted through the contact details provided below.

9. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes described in this Policy or as required by applicable laws and regulations.

Examples include:

- Medical records retained in accordance with healthcare and statutory requirements.
- Financial and billing records maintained for taxation, audit, and compliance purposes.
- Information required for legal proceedings or dispute resolution retained until such obligations cease.

Upon expiry of applicable retention periods, personal information will be securely deleted, destroyed, or anonymized.

10. Cookies and Similar Technologies

Our website may use cookies and related technologies to:

- Improve website functionality and performance.
- Understand user preferences and browsing patterns.
- Analyze website traffic and usage trends.
- Enhance user experience and service delivery.

You may modify your browser settings to refuse or manage cookies. However, disabling cookies may affect certain website features and functionality.

11. Changes to This Privacy Policy

Sri Gokulam Hospitals reserves the right to amend or update this Privacy Policy from time to time to reflect changes in legal requirements, operational practices, or technological developments.

The updated version will be published through our official communication channels and website. Significant changes may be communicated through appropriate means.

12. Contact and Grievance Redressal

If you have any questions, concerns, requests, or complaints regarding this Privacy Policy or the manner in which your personal information is processed, please contact:

Data Protection Officer / Grievance Officer

Sri Gokulam Hospitals

Email: __

Phone: __

Address: __

We will acknowledge and address your concerns within a reasonable timeframe in accordance with applicable laws and internal grievance procedures.