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Medicaid Ethos Pvt Ltd (MEPL) is innovation driven organization and provides advisor and Strategic consultancy services to enable Technology commercialization and build sustainable business models through collaboration and synergy with Industry.

AARUSH mobile app (hereafter referred to as “app”) is an initiative by Medicaid Ethos Private Limited. Its primary objective is to help individuals to get their right of healthcare from the comfort and convenience of their place of residence and whenever & wherever they need it at the touch of their smartphone. The app is based on VitaCuro digital healthcare platform from Sanohub Technologies Private Limited (Sanohub) and is mentored by MEPL

This Privacy Policy describes how we handle and secure the personal information that is provided to us through AARUSH app. By using the platform and app, you agree to be bound by the terms of this policy. This policy is a part of our Terms of Use.

1. Your Information

Information that is collected as you use the platform and app includes the following:

- Personal information: Your personal information includes your name and email address that you provide at signup. It also includes your phone number, address and other personally identifiable information that you may choose to add to your user account profile.
- Personal Health Information: Personal health information that you choose to enter into your Personal Health Record, including age, gender, known health conditions, medications, allergies, vaccinations, history of surgeries or procedures, goals, health journal entries and data that you enter into your health trackers either manually or by syncing with a health monitoring device

or from a third party source that you alone authorize. It also includes medical reports and files that you choose to upload into your health profile.

When you choose to consult a healthcare provider through Platform and have authorized your healthcare providers to access your Personal Health Profile, your healthcare provider may also add data to your Personal Health Profile.

- Operations Data: In order to enhance your platform usage experience, the platform uses cookies, server logs and other similar mechanisms to enable certain functionality, improve services and monitor service usage. These mechanisms are used to save user preferences, preserve session settings, help auto-authentication of frequently used services if required by your settings and to enable other similar functional requirements. You may use browser settings to disable cookies when using our web services, however it may result in some of the features not functioning properly. Our third-party service providers also may automatically receive and log such non-personal information about your online activities over time.

2. Use of Information

- Personal Health Information: The personal health information you provide on the app, will not be shared, disclosed or displayed to anyone other than yourself and your Healthcare Service providers whom you choose to consult by registering as a patient and thus authorize to have access to your personal health information. Your health service providers (including their authorized staff) will have access to your personal health information. Your healthcare service providers will be allowed to update your personal health information by adding review notes, health goals, monitoring feedback relevant as part of the consultation services you engage. Your healthcare provider will also be able to update your health profile, for example by updating your health conditions listing or uploading a test result to the medical reports section of your health profile.
- Your healthcare provider is fully authorized to terminate any consultation services with you at any time and will no longer have further access to your personal health information in event of that happening but will be enabled to retain any information that you have provided until the point of termination of services.
- You are permitted to share your own personal health information with others at your own discretion. MEPL is not responsible for the privacy policy compliance of the others who will view and use the information you choose to disclose to others.
- Contact Information: The platform will send you communications (email and other notifications), as per your notification settings, as part of essential functioning of services that you may avail. At time of registration you will be required to verify your email address. Your contact information may also be used for customer support services, should you choose to avail of them. In

addition, we may use your contact information to provide you with information about our products and services. If you decide at any time that you no longer wish to receive such information or communications from us, please follow the unsubscribe instructions provided in any of the communications. Your contact information is not shared with any third-party service.

- Anonymized data: MEPL may analyze anonymized and aggregated collected through the services, for purposes of evaluating usage trends, requirement patterns and to measure the effectiveness of services and content. Such anonymized and aggregated information is not considered as personal information.
- All Sanohub and MEPL staff are bound by strict privacy policies and do not have direct access to personally identifiable health data. MEPL and Sanohub makes all efforts to be in compliance with the physical security and privacy requirements recommended by HIPAA.
- You are responsible for maintaining the confidentiality of your password and account information. You are responsible for all activities that occur in your account and you agree to notify MEPL immediately of any unauthorized use of your account. MEPL is in no way responsible for any loss that you may incur as a result of any unauthorized use of your user account and password.

3. Disclosure of Information

We may disclose any information to government or law enforcement officials if we believe doing so is required to comply with law enforcement and legal process; to prevent or stop any illegal, unethical, or legally actionable activity; to protect your, our or others rights and safety.

If MEPL becomes involved in a merger, acquisition, or any form of sale of some or all of its assets, personal information will be transferred to the new entity for the continued performance of service.

We may disclose your personal information on your own request accompanied by your permission.

4. Information Retention

On receiving a request to deactivate your account, MEPL will deactivate your account and archive your personal information. Archived information will be retained for a period of 3 years (or longer if required legally) so as to be able to comply with legal obligations. Any information that you had authorized to be shared with healthcare providers through our services, will continue to be retained by those healthcare providers until their agreements with our services cease, as healthcare providers may be required under applicable laws to retain information

about patients for extended periods of time. Non-personally identifiable information is retained indefinitely for analytics.

5. Transmission and Storage Security

All data is stored only in our servers on the highly secure Amazon Web Service platform (which are compliant with HIPAA regulations). We take all necessary measures in providing secure transmission of your personal information before it is transferred across the Internet from your personal computer or devices to our servers and in securing such personal information stored on our systems. However, you should be aware of possible risk involved in transmitting information over the Internet as no data transmission can be guaranteed to be 100% secure and of risk that others could find a way to thwart our security systems. As a result, while we strive to protect your personal information, we cannot ensure or warrant the security and privacy of personal information you transmit to us, and you do so at your own risk.

6. Restriction on the basis of age

Parents, caregivers/guardians and healthcare providers are allowed to provide and store personal information about others, including minors and children. Any user providing, storing or submitting information on behalf of a child/person under guardianship assumes full responsibility over the submission, use, and transmission of such information.

If a parent believes that his or her child has submitted personal information to us, he or she can contact us via email or postal mail as listed below. We will promptly delete the information upon learning that it relates to anyone who is under the age limit to use Internet-based applications.

If you are residing in a jurisdiction which restricts the use of Internet-based applications according to age, or which restricts the ability to enter into agreements such as this agreement according to age and you are in such a jurisdiction and under such age limit, you may not enter into this agreement and use the Platform. By entering into this agreement you explicitly state that you have verified in your own jurisdiction that your use of the platform is allowed.

7. Links to Other Websites

The app may contain links to other websites. The fact that we link to a website is not an endorsement, authorization or representation of our affiliation with that third party. We do not exercise control over third party websites. These other websites may place their own cookies or other files on your computer, collect data or solicit personally identifiable information from you. Other sites follow different rules regarding the use or disclosure of the personally identifiable information you

submit to them. We encourage you to read the privacy policies or statements of the other websites you visit.

8. Changes to this Policy

Please note that this Privacy Policy may change from time to time as we continue to evolve our services. In the event of any changes in our Privacy Policy, the updated version will be posted on the app and take effect from the moment of posting.

9. Contact Us

If you have any questions or concerns about this Privacy Policy, please email us at info@medicaidthos.com