# **Privacy Policy for CareSanctum**

**Effective Date:** [Insert Date]  
 **Last Updated:** [Insert Date]  
 **Prepared By:** CareSanctum

## **1. Introduction**

CareSanctum is committed to protecting the privacy of our users. This Privacy Policy explains how we collect, use, and safeguard personal information provided through our platform. By using CareSanctum services, you agree to the terms outlined in this policy.

## **2. Information We Collect**

We collect different types of information to provide our services effectively:

### **A. Personal Information**

* Full name, date of birth, gender
* Contact details (phone number, email, address)
* Emergency contacts and next of kin information

### **B. Health Information**

* Medical history, prescriptions, allergies, and doctor-provided reports
* Vitals data collected via wearables and other monitoring devices
* Records of teleconsultations and care manager assessments

### **C. Device and Usage Information**

* Data from connected devices (wearables, motion sensors, SOS buttons, etc.)
* Application usage analytics, including time spent, features used, and interactions

### **D. Location Data**

* Real-time location data for emergency response services (if enabled by the user)

## **3. How We Use Your Information**

We use the information collected for the following purposes:

1. **Service Provision:**
   * Monitor senior health and well-being
   * Provide teleconsultation and emergency response services
   * Offer personalized care and assistance
2. **Improvement of Services:**
   * Analyze data to improve CareSanctum features
   * Conduct research and statistical analysis (with anonymized data)
3. **Safety and Compliance:**
   * Notify next of kin or caregivers in emergency situations
   * Comply with medical and legal obligations
4. **Communication and Engagement:**
   * Send notifications, reminders, and service updates
   * Respond to user inquiries and requests

## **4. Data Sharing & Third-Party Access**

We may share data with authorized parties for the purpose of delivering our services:

### **A. Internal Sharing**

* With Care Managers, Doctors, and Concierge Agents for service execution
* With the Operations Team to manage user experience

### **B. External Sharing**

* With Next of Kin (NOK) in case of emergency alerts
* With medical professionals for consultation and health insights
* With third-party vendors who provide technological support (e.g., wearable device manufacturers)
* With research institutions (in anonymized form) for service improvement

### **C. Legal and Regulatory Compliance**

* CareSanctum may disclose user data if required by law or government authorities

## **5. Data Storage and Security**

We implement strict security measures to protect user information:

* **Encryption:** All sensitive data is encrypted during transmission and storage
* **Access Control:** Only authorized personnel have access to sensitive data
* **Regular Audits:** Periodic reviews are conducted to ensure compliance with security standards

Users can request **data deletion** at any time, subject to legal obligations.

## **6. User Rights & Choices**

Users have the following rights regarding their data:

1. **Access & Correction:** Users can request access to and correction of their personal data.
2. **Data Deletion:** Users can request deletion of their data, subject to legal and operational requirements.

To exercise these rights, users may contact **[Insert Contact Email]**.

## **7. Cookies and Tracking**

CareSanctum may use cookies and tracking technologies to enhance user experience. Users can modify browser settings to disable cookies, but this may impact certain functionalities.

## **8. Third-Party Links**

The CareSanctum app may contain links to third-party websites or services. CareSanctum is not responsible for the privacy practices of these external services. Users are encouraged to review third-party privacy policies.

## **9. Changes to This Privacy Policy**

CareSanctum reserves the right to update this policy as needed. Users will be notified of any significant changes through the app or email.

## **10. Contact Information**

For any privacy-related concerns or requests, users can contact us at:

* **Email:** [Insert Contact Email]
* **Phone:** [Insert Contact Number]

By using CareSanctum, you acknowledge that you have read, understood, and agreed to this Privacy Policy.

**[Accept Button]**