

PRIVACY POLICY

THIS POLICY DESCRIBES OUR POLICIES AND PROCEDURES FOR COLLECTION, TRANSMISSION, STORAGE, PROCESSING, DISCLOSURE AND PROTECTION OF ANY DATA, INCLUDING, BUT NOT LIMITED TO, PERSONAL DATA PROVIDED BY YOU AS A USER WHILE USING THE SERVICE.

USER SHALL MEAN ANY PERSON/ PERSONS, WHO VISITS, USES OR DEALS WITH www.itsmypharma.com or www.phydigi.com (PRIVACY POLICY).

PLEASE READ OUR TERMS OF SERVICE (AGREEMENT) WHICH SETS OUT THE TERMS GOVERNING THE SERVICES.

1. Introduction

Welcome to www.itsmypharma.com, the [mobile] and/or online service (Site) of **PhyDigi Digital Platforms LLP** (hereinafter 'We' 'us', or 'our'). When you as a data subject ('User' or 'you/r') use our services, we handle your data in the manner prescribed in this Privacy Policy. This Privacy Policy governs the use of your mobile based application as well the website.

This Privacy Policy has been drafted keeping in view the applicable laws. We are a limited liability partnership incorporated and existing under the laws of India and have our principal place of business at **101-103, Tirupati Udyog Premises, I.B.Patel Road, Goregaon (East), Mumbai – 400 063, India**

2. Who does this Privacy Policy apply to?

This Privacy Policy applies to the data you provide us when you use our services. The Privacy Policy is meant to help you understand, amongst other things, the type of data that we collect, the purpose of such collection, manner in which data is managed and your rights in relation to the data provided by you.

Unless specifically requested by us, we do not require any data from you and therefore you are requested not to submit any unsolicited data.

3. What information is collected?

Information supplied by Users

To access our website or the App or the Site or to avail any services, users may be required to provide certain information which includes (i) first name and last name; (ii) mobile number; and (iii) e-mail address; and (iv) location (v) Postal Address. The information as supplied by the Users enables us to improve the Site and/or services and to provide you the most user-friendly experience.

We may also use your phone/mobile number, email address or other personally identifiable information to send commercial or marketing messages without your consent [with an option to subscribe / unsubscribe (where feasible)]. We may, however, use your email address without further consent for non-marketing or administrative purposes (such as notifying you of major changes, for customer service purposes, billing, etc.). Any personally identifiable information provided by you will not be considered as sensitive if it is freely available and / or accessible in the public domain.

Further, any comments, messages, blogs, scribbles etc. posted/uploaded/conveyed/communicated by you on the public sections of the Site or the App becomes published content and is not considered personally identifiable information subject to this Privacy Policy. In case you choose to decline to submit personally identifiable information on the Site or the App, we may not be able to provide certain services to you. We will make reasonable efforts to notify you of the same at the time of opening your account. In any case, we will not be liable and/or responsible for the denial of certain services to you for lack of you providing the necessary personal information. When you register with the Site and/or services, we contact you from time to time about updating of your personal information to provide the Users such features that we believe may benefit / interest you.

Information automatically collected or tracked while navigation

Cookies: To improve the responsiveness of the Site or the App for our Users, we may use "cookies", or similar electronic tools to collect information to assign each visitor a unique, random number as a User Identification (User ID) to understand the User's individual interests using the identified computer. Unless you voluntarily identify yourself (through registration, for example), we will have no way of knowing who you are, even if we assign a cookie to your computer. The only personal information a cookie can contain is information you supply.

A cookie cannot read data off your hard drive. Our advertisers may also assign their own cookies to your browser (if you click on their ads), a process that we do not control. We receive and store certain types of information whenever you interact with us via Site, App or service through your computer/laptop/notebook or mobile/tablet/pad/handheld device etc.

Log File Information: Our web servers automatically collect limited information about your computer's connection to the internet, mobile number, including your IP address, when you visit our Site. Your IP address is a number that lets computers attached to the internet know where to send you data - such as pages you view. We automatically receive and log information from your browser, including your IP address, your computer's name, your operating system, browser type and version, CPU speed, and connection speed. We may also collect log information from your device, including your location, IP address, your device's name, device's serial number or unique identification number, your device operating system, browser type and version, CPU speed, and connection speed etc.

Information collected from other sources

We may receive information about you from other sources, add it to our account information and treat it in accordance with this Privacy Policy. We may obtain updated contact information from third parties in order to correct our records and fulfill the services or to communicate with you.

We use Google Analytics, among others, to track the user behaviour on our Site and App. Google Analytics specifically has been enabled to support display advertising towards helping us gain understanding of our users' demographics and interests. The reports are anonymous and cannot be associated with any individual personally identifiable information that you may have shared with us. You can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the Ads Settings options provided by Google.

4. Intended use

User Information

User information may be utilised in the following ways and for the following purposes:

- To provide safe, efficient, smooth and customised experience on the Site/App and allow you to participate in the features we offer on the Site/App;
- To provide the pharmacies with the relevant information they may need to service you better;
- To process your registration;
- To enforce the applicable Terms of Use and minimise and protect you from fraud and other criminal activity;
- To keep you informed administrative purposes (such as notifying you of major changes, for customer service purposes, billing, etc)
- To create a “User Account” for the storage of your information, for subsequent transfer, download and use;
- To carry out obligations arising from contracts between you and us;
- To provide you with information, products and services that you have requested/subscribed for, or agreed to receive;
- For internal operations such as troubleshooting, data analysis, research, testing and service improvement of the Site/App, and to improve the Site/App;
- To respond to judicial process and provide information to law enforcement agencies or in connection with an investigation on matters related to public safety, as permitted by law,
- To fulfill other purposes disclosed at the time you provide your information or otherwise, with your consent; and
- To generate analytics and record them in an aggregated form.

Cookies

We may use cookies for a number of purposes, including to:

- Provide general internal analytics;
- Study traffic patterns in order to improve Site/App performance, to customise your experience, and to better match your interests and preferences;
- Keep track of preferences you specify while you are using our Site's/App's services;
- Support security measures, such as requiring re-login into the Site/App after a certain time period has elapsed;
- Save your username and password, if you login to our Site/App, so that we can process the saved information and quickly log you into the Site/App; and
- Assist in identifying possible fraudulent activities

5. Third Party Websites/Links

The Site may include links to other websites. Such sites are governed by their respective privacy policies, which are beyond our control. Once you leave our servers (you can tell where you are by checking the URL in the location bar on your browser), use of any information you provide is governed by the privacy policy of the operator of the site you are visiting. That policy may differ from ours. If you can't find the privacy policy of any of these sites via a link from the site's homepage, you should contact the site directly for more information.¹

6. Information Sharing

We share information with a third party without your consent when it is requested or required by law or by any court or governmental agency or authority to disclose, for the purpose of verification of identity, or for the prevention, detection, investigation including cyber incidents, or for prosecution and punishment of offences. These disclosures are made in good faith and belief that such disclosure is reasonably necessary.²

We may engage third parties to perform functions on our behalf, such as hosting or operating our Site, sending email communications, and data analysis. We may share your information with third parties in order for them to provide content or otherwise perform services for us, and we will require such parties to adhere to appropriate security practices to protect such information from unauthorised access or processing.

In the event you use social media features on any of the services provided by us, such as Facebook 'like' button, or use your social media credentials to log-in or post content on the Website/App, these features may collect information about your use. Any interactions with such social media company features are governed by their privacy policies.

We may exchange information with other companies and organizations for the purpose of fraud protection.

Transfer of Data upon Change of Control

In the event that another company acquires all or substantially all of the assets of our business through a consolidation, merger, and asset purchase or other transaction, we reserve the right to transfer all data (including personally identifiable data), without your consent, that is in our possession or under our control to such acquiring party.

7. Accessing and updating personal information

When you use the Site and/or App or the services we make good faith efforts to provide you, as and when requested by you, with access to your personal information and shall further ensure that any personal information if found to be inaccurate or deficient shall be corrected or amended as feasible.

We ask individual Users to identify themselves and the information requested to be accessed, corrected or removed before processing such requests, and we may decline to process requests that are unreasonably repetitive or systematic, require disproportionate technical effort, or which may jeopardize the privacy of others, or would be extremely impractical, or for which access is not otherwise required.

In any case, where we provide information access and correction, we perform this service free of charge, except if doing so would require a disproportionate effort. Because of the way we maintain certain services, after you delete your information, residual copies may take a period of time before they are deleted from our active servers and may remain in our backup systems.

8. Information Security

We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. These include internal reviews of our data collection, storage and processing practices and security measures, including appropriate encryption and physical security measures to guard against unauthorized access to systems where we store personal data. All information gathered on the Site and/or App, is securely stored within our controlled database. The database is stored on servers secured behind a firewall; access to the servers is password-protected and is strictly limited. However, as effective as our security measures are, no security system is impenetrable. We cannot guarantee the security of our database, nor can we guarantee that information you supply will not be intercepted while being transmitted to us over the internet. And, of course, any information you include in a posting to the discussion areas is available to anyone with internet access.

9. Withdrawal of consent and permission

You may withdraw your consent (i) to submit any or all information; (ii) decline to provide any further information; and (iii) in relation to the use of information or promotional/marketing material by sending an email to [Insert email].

10. Modifications

We may alter our Privacy Policy from time to time to incorporate necessary changes in technology, applicable law or any other variant. In any case, we reserve the right to change (at any point of time) the terms of this Privacy Policy or other documents.

11. Grievance Redressal

In the event you have any grievance relating to the processing of information provided by you, you may contact our grievance officer, at [Insert email]. Details of the grievance officer is set out below:

Ms.Priya Nair

Greviances@phydigi.com

101-103, Tirupati Udyog Premises

I.B.Patel Road, Goregaon (East),

Mumbai – 400 063, India