

DigiHealth Code of Ethics

DigiHealth operates under ethical standards derived from international best practices, national health laws, and corporate governance principles. This document is guided by the **Lesotho Data Protection Act, 2013**, the **Health Professions Act, 2016**, and international frameworks such as the **WHO Code of Ethics and Professional Conduct** and the **General Data Protection Regulation (GDPR)** where applicable.

1. Integrity (Health Professions Act, 2016, Section 4)

We ensure that all health information provided is accurate, reliable, and up-to-date. We uphold honesty in all business operations and communications. Employees must adhere to ethical standards in all dealings with customers and stakeholders.

2. Cultural Sensitivity (WHO Code of Ethics, Section 2.1)

We respect and integrate both modern medical practices and traditional healing methods. We recognize and honor the diverse cultural beliefs of our clients and partners. All medical recommendations must be made with respect for cultural diversity.

3. Transparency (Lesotho Data Protection Act, 2013, Section 11)

We maintain open communication with customers, employees, and stakeholders. We disclose our sources of information and maintain ethical business practices. Any changes in policy or procedures that affect customers will be clearly communicated.

4. Privacy & Confidentiality (Lesotho Data Protection Act, 2013, Sections 18-22; GDPR, Article 5)

We are committed to protecting the personal and medical data of our users. All client information is handled with the highest level of confidentiality and security. Data will only be collected and stored with explicit user consent and will not be shared without authorization.

5. Customer Respect (Consumer Protection Act, 2020, Section 14)

We treat all customers with dignity, fairness, and professionalism. We provide clear and accessible health information to empower informed decisions. Discrimination based on race, gender, or socioeconomic status is strictly prohibited.

6. Employee Fairness (Labour Code Order, 1992, Sections 79-83)

We foster a workplace that values diversity, equal opportunity, and respect. Employees are treated with fairness, provided with opportunities for growth, and ensured a safe working environment. Unlawful dismissal and discrimination in the workplace are not tolerated.

7. Professionalism (Health Professions Act, 2016, Section 7)

We expect all employees to conduct themselves ethically and professionally. High standards of service and behavior are maintained at all times. Employees must adhere to professional conduct guidelines established by national and international regulatory bodies.

8. Accountability (Public Health Act, 2010, Section 32)

We take full responsibility for our services, decisions, and impact. We actively seek feedback and continuously improve based on our users' needs. Any violations of this Code of Ethics will be reviewed and appropriate corrective action will be taken.

9. Community-Centered Approach (WHO Code of Ethics, Section 3.4)

We prioritize the health needs of the Lesotho community through inclusive and accessible information. Our goal is to bridge the gap between modern healthcare and traditional healing for the benefit of all. All community engagement efforts must align with ethical standards for public health education.

10. Ethical Use of Technology (GDPR, Article 22; Lesotho Data Protection Act, 2013, Section 28)

We commit to ethical use of technology in the collection, storage, and dissemination of health data. Artificial intelligence and automated decision-making systems used in our services must be transparent, non-discriminatory, and aligned with legal standards.

Enforcement and Review: This Code of Ethics is subject to regular review to ensure compliance with national and international legal standards. Violations of this policy will be addressed through internal disciplinary measures and, where applicable, legal action.