Privacy Policy

1. Who we are

This Privacy Policy explains how **Pramodini Medicare Limited**, D. No. 29-4-54K, CSI Complex, Prakasam Road, Suryaraopet, Vijayawada – 520 002, Andhra Pradesh ("Pramodini", "we", "us") and its group companies, Infer Radiological and Imaging Services Private Limited and Vista Pramodini Medicare Private Limited, collect, use, share and protect your personal data when you use www.pramodinidiagnostics.com (the "Website") or our diagnostic services.

We process personal data in accordance with the Digital Personal Data Protection Act, 2023 and the Digital Personal Data Protection Rules, 2025 (as they come into force), the Information Technology Act, 2000 and the rules under it, and other applicable healthcare laws. For the purposes of these laws, Pramodini is the "Data Fiduciary" for your personal data.

2. What information we collect

Information you give us

- **Contact and booking details:** name, phone number, email address, preferred appointment date and time, and the service you need (laboratory or radiology), when you fill in our Contact or Book an Appointment forms.
- **Patient details:** age, gender, address (for home sample collection), identity proof where required, referring doctor and prescription.
- **Health information:** medical history, symptoms, current medication, allergies, pregnancy status, implant details, and other information needed to perform a test safely.
- **Test results:** laboratory results, radiology and nuclear medicine images, and reports.
- **Payment details:** billing information and transaction references. Card and bank details are handled by the payment gateway and are not stored by us.
- **Insurance or scheme details:** policy, scheme or beneficiary details where you use insurance, a corporate tie-up or a government health scheme.

Information collected automatically

- Device and usage data such as IP address, browser type, pages visited and time spent, collected through cookies and similar technologies used by our website platform (Wix) and any analytics tools we use.

Information from others

- Your referring doctor, hospital, insurer, employer (for corporate health checks), or the government hospital or scheme under which you receive services.

3. Why we use your information

We use your personal data to:

- confirm and manage your appointments and home sample collections;
- perform tests and procedures safely and accurately;
- prepare and deliver reports to you, your authorised representative and your referring doctor;
- communicate with you about bookings, reports, follow-ups and preparation instructions by phone, SMS, WhatsApp, Google RCS or email;
- process billing, payments, refunds, insurance and scheme claims;

- respond to your queries and complaints;
- maintain medical records and meet legal, regulatory and accreditation requirements (for example under the PCPNDT Act, AERB radiation safety rules, clinical establishment laws and NABL/NABH standards);
- improve our services and Website; and
- with your separate consent, send you information about health packages, offers and health camps.

4. Legal basis

We process your personal data based on your **consent**, which you give when you submit a form, tick the consent box, or book a service. We may also process data without separate consent where the law permits, such as to comply with a legal obligation or court order, to respond to a medical emergency, or for other legitimate uses permitted under the Digital Personal Data Protection Act, 2023.

5. Who we share your information with

We do not sell your personal data. We share it only as needed:

- with your referring doctor and, where you receive services at a partner hospital, that hospital;
- within our group companies to deliver services;
- with our doctors, radiologists and pathologists, including tele-radiology reporting partners;
- with accredited reference laboratories, where a sample must be sent out for testing;
- with service providers who support us, such as IT, cloud hosting, website (Wix), messaging (SMS, WhatsApp, Google RCS), payment gateway and courier providers, under confidentiality obligations;
- with insurers, TPAs, employers or government agencies, where you avail services through them; and
- with government, regulatory or law enforcement authorities where required by law.

Your data is stored and processed mainly in India. Where a service provider processes data outside India, we will do so only as permitted under Indian law.

6. How long we keep your information

We keep personal data only as long as needed for the purpose it was collected, or as required by law. Medical records, images and reports are retained for the periods required under applicable medical, accreditation and regulatory rules (for example, records under the PCPNDT Act are kept for at least two years). When data is no longer needed, we delete or anonymise it securely.

7. How we protect your information

We use reasonable security safeguards, including access controls, role-based access for staff, encryption where appropriate, secure systems for storing images and reports, and confidentiality obligations for staff and service providers. No system is completely secure, but we work to protect your data and will notify you and the Data Protection Board of India of any personal data breach as required by law.

8. Your rights

Subject to applicable law, you have the right to:

- **access** a summary of the personal data we hold about you and how it is used;
- **correct, complete or update** inaccurate or incomplete data;

- **erase** your data, where it is no longer needed and we are not required by law to keep it;
- **withdraw consent** at any time (this does not affect processing already done, and some services may not be possible without the required data);
- **nominate** another person to exercise your rights in case of death or incapacity; and
- **raise a grievance** with us, and, if not resolved, with the Data Protection Board of India.

To exercise these rights, write to the Grievance Officer below. We may need to verify your identity before acting on a request.

9. Children's data

We process personal data of children (under 18) only with the verifiable consent of a parent or lawful guardian, and only to provide diagnostic services. We do not use children's data for tracking, behavioural monitoring or targeted advertising.

10. Cookies

The Website uses cookies that are needed for it to work and may use analytics cookies to understand how visitors use the site. You can block or delete cookies through your browser settings, though some parts of the Website may not work properly.

11. Marketing messages

We send promotional messages only if you have agreed to receive them. You can opt out at any time by replying STOP or writing to info@pramodinidiagnostics.com. We follow TRAI's rules on commercial communications.

12. Changes to this Policy

We may update this Privacy Policy from time to time. The updated version will be posted on this page with a revised "Last updated" date. Where changes are significant, we will notify you through the Website or by other means.

13. Grievance Officer and contact

For any questions, requests or complaints about your personal data, contact:

- **Grievance Officer / Data Protection contact:** Mr.Kalyan – Grievance Officer
- **Email:** info@pramodinidiagnostics.com
- **Phone:** +91 95052 22727 / Toll-free 0863 450 3399
- **Address:** Pramodini Medicare Limited, D. No. 29-4-54K, CSI Complex, Prakasam Road, Suryaraopet, Vijayawada – 520 002, Andhra Pradesh
- **Time:** Mon – Sat (10:00 – 19:00)

We will acknowledge your request within 48 hours and respond within 30 days, or within any shorter period required by law.