

**Advanced Veterinary Care Foundation (AVCF) is a Section 8 Company registered under The Companies Act, 2013. AVCF anchors and operates the website (www.sahmumbai.com) to share the details of the Small Animal Hospital Mumbai ("the Website").**

This document outlines AVCF's approach towards data protection and privacy vis a vis the website (www.sahmumbai.com) (the "Privacy Policy") in order to fulfil its obligations under the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules 2011 ("SPDI Rules") prescribed thereunder.

By way of this Privacy Policy, we want our users ("You," "Your," and/or "User") to know the nature of personal information collected from the Users and how Your personal information is collected, used, processed, stored, shared, disclosed or transferred by Us.

Please read the Privacy Policy carefully, and by visiting or using the Website, any other linked pages, features, content, and any other content. We offer from time to time in connection with any of the foregoing, You agree to the practices and policies set forth in this Privacy Policy, and You hereby acknowledge and expressly consent to our collection, use, processing, storing, disclosure and/ or transfer of Your information as described hereunder.

In this Privacy Policy, We set out the types of information that we may collect, the purpose of collection of the information, how We collect, use, disclose, transfer, and store Your information, so that you can make an informed decision in relation to the sharing of Your personal information with us. By using Our Website, or by giving us your personal data/information when registering with Us or filling in various forms available on the Website. You accept the collection and processing of Your personal data as described in this Privacy Policy. If You do not agree with the terms of this Privacy Policy, You may choose not to provide Us Your personal data/information but may continue to navigate our Website in a limited manner.

Please note that this Privacy Policy does not apply to websites maintained and/or operated by other companies or organizations with which We partner with and/ or provide a link of the same on our Website, and We are not responsible for any personal information You submit to third parties via their website. Please ensure that You read the privacy policy of such third parties before submitting Your details.

## **1. Information Collected:**

- 1.1** We gather various types of personal information from our Users, as explained below. We may use this information, among other things, to personalize and improve our Website, , updates on our work through emails, send e-invite to events (online/offline) curated by AVCF, provide for access to information relating to the hospital, analyse how Users utilize our Website or as otherwise specifically set forth in this Privacy Policy. We will take reasonable steps to accurately record the personal information that You provide to Us and any subsequent updates. We may share, disclose and/ or transfer certain types of information collected with other third parties. We collect the following types of personal information:
  - 1.1.1** Information provided by You: We shall receive, store, and process the personal information You knowingly and willingly provide to Us. We may collect information such as Name, email ID, Country, State, City, Occupation, etc., from Users who are visitors on the Website, interested in navigating the Website and/ or downloading reports/ films and other knowledge assets from the Website. In our User registration form and other forms available on the Website, we indicate which fields are mandatory and others which are optional. You always have the option to not provide information however, by choosing the option of not providing information for some fields, You may not be able to register on our Website and/ or obtain access to the respective activity/function for which the said form was required to be filled. We may use the fact that you have contributed to or inquired about a certain initiative or project, for instance, to send You communication such as newsletters, event invites, etc. for the hospital that promotes the initiatives/related initiatives and information.
  - 1.1.2** Information and technical data collected automatically: When You visit the Website, our web server may automatically record details about Your visit, such as Your IP address, location, internet service provider, network carrier (in case of access from a cellular device), portal usage details, pages viewed, duration of Your visit, URL, cookies etc.
- 1.2** You acknowledge and agree that if You provide any information that is untrue, inaccurate, not current or incomplete (or becomes untrue, inaccurate, not current or incomplete over a period of time), or We have reasonable grounds to suspect that such information is untrue, inaccurate, not current or incomplete, we may not be able to provide You with continued access to our Website. Your information collected and access to our Website is subject to other terms mentioned on our Website, and you are advised to read the same carefully in conjunction with this Privacy Policy.

## 2. Cookie Policy

- 2.1 We or our third party service providers may use cookies to collect and store information with respect to Your use of Our Website. This information is collected automatically when You navigate Our Website. A cookie is a small text file that is stored on Your computer that enables Us to recognize You, (for example, as a registered User, projects viewed previously, your content preferences etc.) when You visited Our portal, store Your preferences and settings, enhance Your experience by delivering content and advertising specific to Your interests, perform research and analytics, track Your use of Our Website, and assist with security and administrative functions as well as monitor your navigation and search patterns on Our Website.
- 2.2 Users have the option to accept or disable cookies at any time through their browsers however this may affect the functioning of our Website in their browsers.

## 3. Purpose of collecting your information:

- 3.1 We collect your information to operate, provide, develop, and improve the details available on our Website and provide functionality, analyse performance, fix errors, and improve the usability, effectiveness, reach and content of Our Website. We may collect Your information for analysis by technology tools such as Google Analytics for the purpose of providing you better outreach to our services, updates and communication.
- 3.2 We may make use of automatically collected technical data in a combined format in order to understand how our Website is being used. We may share some of this with advertisers, sponsors, investors, strategic partners, and other third-party vendors in order to help grow our Website and projects/ initiatives.
- 3.3 We may use Your information to send you newsletters, promotional content, confirmations, updates, and otherwise facilitate Your use of, and our administration and operation of, our services; for any other purpose that is communicated to you when we collect the information;
- 3.4 We may use Your information to analyse the Website usage, improve content and accessibility, and customize Our Websites' content, layout, and services and improve it to meet Your needs and to provide You with a smooth, efficient, safe and customized experience while using Our Website.
- 3.5 We may use Your information to communicate with You in relation to Your access, usage of the Website via different channels (e.g., by phone, email, WhatsApp, etc).

## 4. Disclosure and/or transfer of your information with third parties:

We will not share the personal data we have collected from You, except as described below:

- 4.1 We may share and/ or transfer your personal information with our other corporate entities and/or affiliates, data analytics providers, subcontractors, agents or service providers etc.
- 4.2 We may disclose Your information to external law enforcement or regulatory authorities and / or government agencies, as applicable.
- 4.3 The disclosure of Your personal information may be required in certain instances to provide You access to our Website, to comply with our legal obligations, to facilitate our marketing and advertising activities, or to prevent, detect, mitigate, and investigate any fraudulent or illegal activities. In the foregoing circumstances We shall not be under any obligation to intimate or notify you, or to obtain Your consent, for such disclosure, sharing or transfer of your personal information.
- 4.4 We may disclose Your information if required to do so by law or in good faith belief that such disclosure is reasonably necessary to respond to summons, court orders, or other legal process, law enforcement authorities, Government Authorities, courts, dispute resolution bodies, our regulators, auditors and any party appointed or requested by our regulators to carry out investigations or audits of our activities. We may also disclose Your personal information to respond to claims that an advertisement, posting or other content violates the rights of a third party, or protect the rights, property or personal safety of Our Users or the general public. In the foregoing circumstances we shall not be under any obligation to intimate or notify you, or to obtain your consent, for such disclosure, sharing or transfer of your personal information.

- 4.5 We may share your information with outside service providers that We use for a variety of purposes, such as to send you emails, newsletters, push notifications on our behalf. We may share Your information on a need-to-know basis with these third-party agencies only to enable them to perform their services.
- 4.6 If we share and/ or transfer your personal data to third parties for purposes stated in this Privacy Policy, we will use best endeavours to put in place appropriate controls and safeguards to ensure that your personal information is adequately protected and processed only for specified and reasonable purposes in a manner that is fair, transparent and has a lawful basis, and is stored for no longer than is necessary.

## 5. Explicit consent for collection:

- 5.1 You explicitly consent to providing and processing (including necessary disclosure and/ or transfer) of Your personal information, as described in this Privacy Policy once You register with the Website, opt in to receive newsletter, and /or raise enquiry and/or express interest by filling various forms on the Website.

## 6. Your rights as information providers

- 6.1 You can always elect not to disclose information to Us. However, please keep in mind that we may need some information to allow You to register with us or for You to take advantage of some or all of the features offered on Our Website, and if You choose not to provide that information, Your ability to use our Website and services may be limited.
- 6.2 You have a right to request for unsubscribing to newsletter and/or deactivation of your account, and post such deactivation, Your personal information shall not be collected, processed or disclosed or transferred to a third party. However, Your personal information collected by us till the unsubscribing and/or deactivation of your account as the case may be, shall be maintained by us till such time it is necessary to achieve the purpose for which it originally collected or for such period of time as prescribed by or under applicable law.
- 6.3 You have the right to withdraw your consent previously given for the collection, use or processing of all and/or any part of the information collected by Us, however, please note that this may disrupt Your user experience on Our Website. You may withdraw your consent by writing to us at [contactus@sahmumbai.com](mailto:contactus@sahmumbai.com). We shall discontinue processing Your information once we receive a request from you in writing, however, We have a right to retain and will not be held liable for processing any information that we collected prior to the said withdrawal request.

## 7. Data Security

- 7.1 We take reasonable steps to ensure that appropriate physical, access control, technical and managerial safeguards are put in place to protect Your information from unauthorized access, alteration, transmission, and/or deletion. Our data collection, handling and processing practices are continually reviewed to ensure compliance with the applicable data protection and privacy laws and regulations in India.
- 7.3 We assume no liability or responsibility for disclosure of Your information due to errors in transmission, unauthorized third-party access, or other causes beyond Our control.

## 8. Retention of Data

- 8.1 We will retain Your information and any data only for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by Indian law.

## 9. Governing Law

- 9.1 The terms of this Privacy Policy shall be governed and construed in accordance with the laws of India. Any dispute regarding or arising out of this Privacy Policy shall be subject to the exclusive jurisdiction of the courts in Mumbai, Maharashtra, India.

## 10. Grievance Redressal

- 10.1 For the purpose of grievance redressal or in the event you have any questions regarding our privacy practices or this Privacy Policy, please reach out to us on [contactus@sahmumbai.com](mailto:contactus@sahmumbai.com).