

PRIVACY POLICY

Your privacy is very important to us.

This privacy policy (“**Privacy Policy**”) describes how we handle and utilize personal information provided to us by users of the Service as defined in the Terms and Conditions as well as data or information (including **Health Information**) received from health care providers (“**Providers**” and in the singular “**Provider**”).

By using the Service, you confirm and accept the practice described in this Privacy Policy and consent to the collection and use of information as described in this Privacy Policy. If you do not agree with the terms of this Privacy Policy, or the Terms and Conditions of the Service, please do not use the Service that is provided through <https://chi-maternity.web.app> (the Website) or Mobile Application.

This Privacy Policy is part of the Terms and Conditions on this link (<https://www.cartulahealth.com/tcpp>) governing the use of the Service. The defined terms used in the Terms and Conditions are adopted in this Privacy Policy unless stated otherwise. All references to “you” or “your” in this Privacy Policy refers to user of the Service.

1. YOUR INFORMATION

Information that we may collect from users of the Service includes the following:

A. Your Personal Information

Personal information including your name, gender, address, telephone number, date of birth and email address and other personally identifiable information which you may be asked to provide when creating an account to use the Service.

B. Health Information of Users

Health Information of users include known physical and/or mental ailment, medical treatment or procedure received, medications, allergies, vaccination records, medical history (including payment records for medical services) and records related to your health condition where necessary for purpose of delivering the Service.

C. Information We Collect Automatically

When you access or use the Service, we may automatically collect information about you. This includes:

(C)(i). Log and Usage Data

We may log information when you access and use the Service. This may include connection information (e.g., mobile operator or ISP, browser type, user-agent string, language and time

zone, mobile phone number and IP address), referral URLs, device information (e.g., operating system, device IDs), pages visited, articles visited, links clicked, user interactions (e.g., review data), the requested URL, hardware settings, and search terms.

(C)(ii). Information Collected from Cookies

We may receive information from cookies. We use this information to improve your experience visiting the Website, understand user activity, personalize content and improve the Service. For example, we store and retrieve information about your setting preferences. To know more about cookies, or how to manage, disable, or delete them, please visit <https://us.norton.com/internetsecurity-privacy-how-to-clear-cookies.html> or any other relevant source(s) on the web. Please note that we are not responsible for any inaccuracy in such information resources and you should consult experience professional should you have any doubt.

(C)(iii). Location Information

We may collect location information about you, including but not limited to location information based on your IP address and location information obtained from your mobile device such as GPS or Bluetooth location information. You can opt out of certain tracking of your location information, including by changing the preferences on your mobile device to opt out of tracking of location information on your mobile device at any time. However, please be aware that doing so may affect your ability to use some or all of the features and functionality of our Service.

Where practicable, we request that you verify the accuracy of the data you have provided to us and advise us of any change(s).

2. Use of Information About You

We use information we collect from you for the following purpose:

- Provide, maintain, and improve the Service which includes sharing of your information with Provider(s) that you have authorized for us to share with;
- Verify your identity upon your request in connection with your use of the Service;
- Help protect the safety of our users, which includes blocking suspected spammers, addressing abuse, and enforcing the Terms and Conditions;
- Send you technical notices, updates, security alerts, invoices and other support and administrative messages;
- Delivering customer service;
- To the extent permitted by applicable law, communicate with you about products, services, offers, promotions, and events, and provide other news and information we believe will be of interest to you (for information about how to opt out of these communications, please contact us);
- Monitor and analyze trends, usage, and activities in connection with the Service for purpose of monitoring and improving the Service;

We may collect information for other purpose that may be notified to you from time to time.

3. Modifications to Privacy Policy

We may revise this Privacy Policy from time to time. Should any new Privacy Policy take effect or there has been a modification to this Privacy Policy, we will notify you that a change has occurred by issuing notification to the email address associated to your account, or via a notice on the Mobile Application, or through other reasonable means. By continuing to visit the Website or using the Service after any such changes are posted, you agree and consent to any such changes.

Where your information may also be collected by your Provider, you should also consider whether such collection is subject to any privacy policy or practices that your Provider may have in place. We are not responsible to use of your personal information by any Provider.

4. Non-Identifiable Health Information

Anonymous data or non-identifiable data means data that is not associated with or linked to any individual's personal information or will not easily permit the identification of individuals (“**Anonymous Data**”). We may generate Anonymous Data from personal information collected through the Website, Mobile Application, apps and the Service by removing information that makes the data personally identifiable to an individual. We may use or share with third party this Anonymous Data for any reasonable purpose to the extent not prohibited by applicable laws.

5. Data Processors in Other Countries

We may engage third parties to perform certain services on our behalf to provide the Service. These third parties may store, process and transfer personal information on servers located outside of your countries of residence in jurisdictions whose data protection laws may differ from those of your countries of residence. While the applicable laws of these jurisdictions where the servers are located may not offer the same level of data privacy protection as in your home countries, we take reasonable measures to provide an appropriate level of data privacy protection. For example, we use contractual clauses, data transfer agreements, and other measures designed to require the recipients of your personal information to protect the data.

6. Security

We maintain reasonable technical, physical, procedural and technical safeguards to protect your personal information against loss, misuse, theft, and unauthorized access. However, it would not be possible to fully guarantee security or that loss, misuse or alteration to data hosted by or on, or accessed by or through, the Website or Mobile Application will not occur.

Your personal information may also be stored by third parties, via cloud services or other technology, to whom we have contracted, where we are satisfied that they have in place adequate physical, procedural and technical safeguards to protect data stored with them.

Breach notification. In the event that we become aware of any security breach which we believe has resulted or may result in the unauthorized access, use or disclosure to non-public personal information, we will promptly investigate the matter and notify you of such breach and the remedial steps that we are taking.

We take reasonable steps to verify your identity before granting you access to your account under the Service through the the Website or through the Mobile Application, however, you are solely responsible for maintaining the secrecy of your username, password and any other account information.

Where you entrust another person with your user name and password to the Service, you will be solely responsible for all activities by such person resulting from sharing or not maintaining the confidentiality of your user name or password.

7. Access

We may maintain your information and allow you to request your information to be updated by modifying your personal details inside the Mobile Application. Where the information concerns your health record, you should first consult your Provider before making any update that may be stored in system(s) providing the Service since your Provider's system should also be updated.

Please contact us if you have any difficulty in updating your records.

8. Retention of data and right to erasure

Your personally identifiable information may be retained and may continue to be used until: (i) the relevant purposes for the use of your information described in this Privacy Policy are no longer applicable; and (ii) we are no longer required by applicable law, regulations, contractual obligations or legitimate business purposes to retain your personally identifiable information and the retention of your personal information is not required for the establishment, exercise or defense of any legal claim.

Request erasure of your personally identifiable information - To the extent permitted by applicable law, you may request us to have your personal information deleted. We may not be able to comply with your request of erasure; and in such events, we will inform you of the reason(s) that we are not able to comply with your request. We may terminate your account under the Service without any liability in the event of data erasure at your request.

9. Minors

The Website and Mobile Application (or any other mode through which the Service is delivered) are not directed at minor under 21 years of age. We do not knowingly collect or use information from minor without supervision and consent from his or her parent or legal guardian.

10. Contact Us for Questions

If you have any questions about how we use your information under this Privacy Policy, please contact info@cartulahealth.com.

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