

MDC Scans and Lab's Privacy Policy

MDC Scans and Labs, including our affiliates, respects your privacy and are committed to protecting your Personal Information (defined below). This Privacy Policy will let you know how we collect, use, process, maintain, and share your Personal Information, as well as your choices regarding the use, access, and correction of your Personal Information.

We encourage you to read this Privacy Policy together with any other privacy policy or fair processing notice we may provide when we are collecting or processing Personal Information about you so that you are fully aware of how and why we are using your data. This Privacy Policy supplements the other policies and is not intended to override them.

MDC Scans and Labs is made up of different legal entities, including our affiliates. These entities include our website (mdcscans.com), and any future apps of MDC Scans and Labs or our affiliates, social media channels, electronic newsletters and any of our other products or services (podcasts, events, contests and promotions, surveys, and the like). These are collectively referred to as "Services."

"Personal Information" is information that can be used to identify you, directly or indirectly, alone or together with other information. Personal Information may include, but is not limited to, your name, physical addresses, telephone numbers, email addresses, company affiliations, and associated interests. Personal Information does not include anonymous data, such as where the identity of an individual has been irretrievably removed. "Aggregated Data", such as statistical or demographic data, may be derived from your Personal Information, but does not reveal your identity.

Third party links and applications.

Our portal may include links to third party websites, platforms, plug-ins, and applications. We do not control these third-party websites, platforms, and applications and are not responsible for their privacy policies. We encourage you to read the privacy notice of every website you visit or application you use when you leave our portal.

CATEGORIES OF PERSONAL INFORMATION WE GATHER ABOUT YOU

We may collect, use, store and transfer different kinds of Personal Information about you which we have grouped together as follows:

- Identity Data (for example, your first name, last name, username or similar identifier, birth year, gender, or other basic demographic information).
- Contact Data (for example, your billing address, delivery address, email address, and telephone numbers).

- Financial Data (for example, your bank account, payment methods, and transaction details).
- Technical Data (for example, your internet protocol (IP) address, internet service provider (ISP), login data, browser type and version, browser language, operating system, date/time stamp, clickstream data, time zone setting and basic geolocation, device type, and other technology on the devices you use to access our Services).
- Mobile Device Location Data (if you use our mobile applications and permit certain precise location settings and permissions, you consent to providing us with access to your precise geolocation information. You may withdraw this consent at any time by turning off those same settings and permissions, but information collected before such withdrawal remains lawful to process).
- Usage Data, including, for example, the time and duration of your use or your reading history.
- Profile Data (for example, your unique login details, purchases, orders, interests, preferences, feedback, and survey responses).
- Marketing and Communications Data (for example, your preferences in receiving marketing from us and our third parties, if any, and your communication preferences).

If you fail to provide Personal Information.

Where we need to collect Personal Information by law, under the terms of a contract we have with you, or for our legitimate interests, and you fail to provide that information when requested, we may not be able to perform the contract we have or are trying to enter into with you. In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time. We do, however, ask that you do not send us any sensitive personal information, such as a race, health or identity card numbers.

HOW DO WE RECEIVE, COLLECT, AND USE YOUR PERSONAL INFORMATION

We may collect and receive your Personal Information from you, third parties, and online or offline public resources. Additionally, we may combine your Personal Information from multiple sources.

We use your Personal Information in different situations, including:

To Provide Services/Products. We may collect and use your Personal Information to process your order and provide Services, including in order to maintain, support, personalize, and improve our Services, deliver and provide the requested Services, communicate with you about those Services, discuss your account or renew your subscription, and comply with and enforce contractual obligations.

To Provide Relevant Personalized Information about MDC Scans and Labs Services. We may collect and use your Personal Information in order to provide you with information about a Service that may be of interest to you, an upcoming event, or other marketing communications on our behalf, and we may share your information between MDC Scans and Labs entities, affiliates and third-party service providers (who have your permission) for these purposes.

To Deliver Targeted Advertising from MDC Scans and Labs and Our Partners. We may collect and use your Personal Information to communicate with you about products and services that may be of interest to you, and which may be provided by MDC Scans and Labs, or by our advertisers, partners, third party marketing partners, or other third parties. You can manage your privacy settings here. You can also elect to not receive these direct marketing communications by: a) not initially selecting the option provided to receive such communications, b) using the unsubscribe link in a direct marketing email, or c) emailing us at connectus@mdcscans.com. Please note that some MDC Scans and Labs and third-party advertising is contained within the magazine or newsletters to which you can subscribe that contain editorial content. This advertising is not targeted at you, but is sent to all subscribers to the particular newsletter. If you would like to avoid this advertising, you must opt out of the newsletter.

Inquiry/Request Response. We may collect your Personal Information when you contact us for information or support, or other information, in order to respond and provide the appropriate assistance and response.

Participating in Promotions. We may need to collect your Personal Information, such as your name and email, from you when you participate in sweepstakes, contests or special offers.

Surveys, Feedback, and Testimonials. We may collect your Personal Information when you choose to engage with us in a consumer panel, survey, or otherwise give us feedback. Also, we may use reader testimonials in or on our Digital Properties, publications, or other MDC Scans and Labs marketing materials, which may require the inclusion of Personal Information, such as your name, photograph, or other Profile Data.

Monitor Usage, Trends, and Experience. When you interact by email, we may automatically collect, or facilitate the collection of, Personal Information on your interactions with us and about your equipment. For example, we may collect Personal Information by using first and third-party cookies, and other similar technologies. We use these automated technologies to collect Personal Information because some are strictly necessary for the core functionality of providing our Services, including performance analytics, personalization, and online security. For certain Digital Properties, we may tailor your interactions with our Digital Properties when you are

logged in using your user account by remembering information you entered on our websites, including subscriber content access. These cookies also help us know where you have indicated certain advertising preferences to ensure they are honoured.

We also use functional cookies and technologies to help us improve our reader experience with our Services.

Finally, with your consent (depending on your settings), we may use cookies for advertising purposes, which could include helping us collect your Technical, Usage, and Profile Data if you visit other websites employing our cookies, or to allow us to deliver relevant, personalized advertisements and content to you on our Services, and other third-party sites. In addition to disabling cookies and other tracking technologies, you may learn about targeted advertising generally and opt out of receiving targeted advertising by visiting websites operated by the Digital Advertising Alliance.

Vendors, Consultants, and other Service Providers. We may use your Personal Information in connection with the operation of our business and the Services we provide you, to improve our Services, and content, and to provide you with enhanced experiences. These third parties and public sources could include: our business partners, subcontractors in technical, payment, and delivery services, advertising networks, analytics providers, marketing partners, search information providers, social media platforms, or credit reference agencies.

A third-party service provider may, for example, use cookies to build individual reader profiles, which we use to provide you with tailored content, advertising, and messaging. You may also manage some of the automated technologies being used for these purposes, and your preferences.

Third Party Sites. We may allow you to register and pay for third party products and services or otherwise interact with a third party's website, mobile application, or digital property (collectively "Third Party Sites"). When you do so, we may collect Personal Information you share with Third Party Sites depending on that Third Party's privacy practices, practices for which we are not responsible and do not control.

Marketing and Advertisers. We may collect your Personal Information to inform advertisers, sponsors or affiliates about the number and nature of our subscribers and readers or unique views to ads or webpages.

When we provide you geographically relevant Services, offers, or advertising. With your consent, which may be provided when you enable certain features on your mobile or electronic device, we may collect your Mobile Device Location Data, and use such data to provide you with content, Services, offers, or advertising through your app or device that are relevant to your precise location. We may also use such

information to improve our content, and Services. This location data is stored on your mobile device, unless you elect to have it saved to your search history and stored on our servers. You may withdraw your consent at any time by changing the settings on your apps but such withdrawal will have no impact on the lawfulness of the prior processing. Please note some features and functions may not work properly if location services are disabled.

Social Media Platforms. If you log into our Services with a social media service or connect a social media account with the Services, we may share your information with that social media service. The social media services' use of the shared information will be governed by the social media services' privacy policy and your social media account settings. If you do not want your information shared in this way, do not connect your social media service account with your Services.

Events. We may collect or receive your Personal Information when you register for or attend an event hosted or sponsored by us. If the event is in partnership with a third party, we may share your Personal Information with that interested party, so they can, for example, maintain an attendance list, or contact you with event details. We will not share your information with them for their marketing purposes without your consent, which may be obtained at the time of your registration or through a supplemental privacy notice, but will not be required in order to attend.

Creating a Public Profile. We may collect your Personal Information, such as content ID, and Profile Data, when you create a "Public Profile." If you create a Public Profile with us to comment on articles or share content on our forums or discussion groups, the information that you share becomes public.

Online Forum Engagement. Whether or not you created a Public Profile, we may collect your Personal Information when you engage with our websites, digital properties, and online communities. This may occur when you click on advertisements, interact with our social media pages, submit content, leave reviews, or otherwise enter information into comment fields, blogs, message boards, events, and other online forums sponsored by or affiliated with MDC Scans and Labs. Please note that our online forums are public. For additional information, please view the Terms of Service, available here for mdcscans.com.

To verify and/or authenticate an identity, access rights, privileges, etc. For example, we may use Personal Information to authenticate and permit online access to subscriber and/or user account information.

At your Direction. We may collect and use your Personal Information at your direction or as otherwise needed to fulfil the purposes for which you provided the Personal Information.

Other Business-Related Purposes. For other business-related purposes permitted or required under applicable local law and regulation or to enforce our agreements, policies, and terms of service.

Government Reporting/Audit/Requests Requirements. We may use or share Personal Information in order to satisfy governmental reporting, tax, and other requirements, as required by law. This may include having to meet Indian national security or law enforcement, regulatory, or self- regulatory requirements.

As otherwise obligated by law. For example, pursuant to a subpoena or similar legal process compliance, if we have a good faith belief the disclosure is legally necessary for the protection of rights, safety, or fraud investigations, to protect MDC Scans and Labs, you, our readers and subscribers, or the public from harm or illegal activities.

Emergency. To respond to an emergency which we believe in good faith requires us to assist in preventing the death or serious bodily injury of any person.

Consent. If we otherwise notify you and you consent to the sharing.

Third Party Personal Information.

Before you disclose the Personal Information of another person, you must obtain that person's consent to both the disclosure and the processing of that information in accordance with this Privacy Policy. If you choose to provide us with that Personal Information, you represent that you have that other person's permission to do so.

Change of purpose.

We will only use your Personal Information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose.

WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

Except as set out in this Privacy Policy or as required by law, we do not sell, license, rent, or swap your Personal Information without your permission. We may have to share your Personal Information with the categories and types of parties set out herein for the purposes. We require all third parties to respect the security of your Personal Information and to treat it in accordance with the applicable law. Here are some examples of how we may share your information:

Service Providers and Vendors. We contract with service providers to help us with credit card and bill processing, shipping, email distribution, list processing, analytics and promotions management, and ad serving. We provide service providers only

with the information they need to perform their services. We prohibit them from sharing, reselling, or using our data for their own marketing purposes.

Social Media Platforms. We may use widgets and tools from third party social media platforms to enable sharing and other functions through social media platforms, which facilitates the collection and sharing of your Personal Information by these social media platforms governed by their privacy policies.

Promotions, Contests, Surveys, and Events. We may facilitate the collection of, or share your Personal Information with a third-party service provider, vendor, co-host, co-sponsor, or the like when we conduct, administer, host, or co-sponsor promotions, contests, surveys, or events.

Marketing and Advertising Partners. We share personal data with third parties for marketing and advertising, such as Google and Facebook, so they can assist us in promoting our Services to current and future readers and subscribers through targeted advertisements.

Third Party Advertisers. We may use your Personal Information to share aggregated statistical, demographic and marketing analyses of readers and their browsing and purchasing patterns with third party advertisers to inform them about the nature of our reader base. Such aggregated data does not contain Personal Information.

Merger or Acquisition Partners. We may share your Personal Information with third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may acquire other businesses or merge with them. If a merger or acquisition occurs, then the new owners may use your Personal Information in the same way as set out in this Privacy Policy.

With other third parties, as required for legal compliance, law enforcement, public safety, or security purposes. For example, we may disclose your Personal Information if we have a good faith belief that disclosure is necessary to comply with the law or with legal process, such as to comply with a subpoena, protect and defend our rights and property, to protect against misuse or unauthorized use of our websites, or to protect the personal safety or property of our users or the public.

DATA INTEGRITY AND SECURITY

We have put in place commercially appropriate security measures to prevent your Personal Information from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed, and to maintain its accuracy and integrity. While no security is impenetrable, we implement and maintain commercially appropriate technical, physical, administrative, and organizational measures to ensure a level of security appropriate to the risk for our use of the Personal

Information, the costs of implementation, and the nature, scope, context, and purposes of processing.

MINIMIZATION, RETENTION, AND DELETION OF PERSONAL INFORMATION

We will only retain your Personal Information for as long as necessary to fulfil the purposes we collected it for, including, for example, for so long as we provide you with Services, and for the purposes of satisfying any legal (including but not limited to enforcement of agreements or resolving disputes), accounting, or reporting requirements.

To determine the appropriate retention period for Personal Information, we consider the amount, nature, and sensitivity of the Personal Information, the potential risk of harm from unauthorized use or disclosure of your Personal Information, the purposes for which we process your Personal Information and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances, we may anonymize your Personal Information (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Under certain circumstances, you have rights under applicable data protection laws with respect to Personal Information we knowingly collected.

We will try to comply with any of these requests pertaining to your Personal Information in accordance with applicable law. As a security measure, we may need to verify your identity before acting on your request. We may also contact you to ask you for further information in relation to your request to speed up our response. Please recognize that in certain circumstances we may be unable to provide the access or information sought, or correction or deletion requested. This may be because a request would require us to release commercial confidential information, disclose Personal Information relating to another person that is not the requestor, or would result in impracticability, excessive redundancy, and/or an undue burden or expense to MDC Scans and Labs.

You will not have to pay a fee to access your Personal Information (or to exercise any of the other rights). However, we may charge a reasonable fee if it is clear that your request is unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

Choice. MDC Scans and Labs enables its readers and subscribers to determine certain privacy preferences and settings that can serve to modify the Personal Information collected.

Right to Access. A person who has provided his or her Personal Information directly to us may have certain access to their Personal Information and to check that we are lawfully processing it.

Correction. You may request correction of any incorrect or inaccurate Personal Information that we hold about you. Any such corrections must be truthful, complete, and accurate. In your request, please be as clear as possible what Personal Information you have provided to us and what Personal Information you would like corrected.

Erasure. You may request that we will delete the Personal Information that we hold about you. In your request, please be as clear as possible what Personal Information you have provided to us and what Personal Information you would like deleted. If you ask us to delete your information before we have used it for the necessary purposes set out in this policy, we may not be able to do so, due to technical, legal, regulatory and contractual constraints.

Object to processing. You may object to the processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override the potential impacts.

Restriction. You may request restriction of processing of your personal data which enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (c) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Transfer. You can request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent. You may withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us at:

Email: connectus@mdcscans.com

ACCEPTANCE AND CHANGES TO THIS POLICY

By using the MDC Scans and Lab's Services, and/or submitting any of your Personal Information to us, you agree to the terms of this Privacy Policy. Please do not send us any Personal Information you do not want used in this way. This Privacy Policy may be amended from time to time, consistent with the applicable data protection and privacy laws and principles. We will make you aware of changes to this Privacy Policy either by posting to our intranet, through email, or other means, particularly prior to any material changes becoming effective. We reserve the right to modify this Privacy Policy at any time, so please review it frequently. If you do not wish your information to be subject to the revised Privacy Policy, you will need to deactivate any accounts with us and Services. Your continued use of our Services after the posting of such changes will constitute your consent to such changes.

CONTACTING US

Should you have any questions or concerns about this Privacy Policy or MDC Scans and Lab's practices, you may reach MDC Scans and Labs via email at connectus@mdcscans.com. Contact Us page may also be used for requests to manage your information we process.

Revisions to this Privacy Policy

We reserve the right to change this Privacy Policy at any time and such modifications shall be effective immediately, as of the date indicated at the top of this Privacy Policy.

Contact Us for Questions or Complaints

If you have any questions, concerns or complaints regarding our privacy practices, or if you'd like to exercise your choices or rights, you can contact us:

By email to: connectus@mdcscans.com

By writing to us at: MDC Scans & Labs, Pampooreth Tower, Pazhaya Road, Medical College, Trivandrum – 695 01, Ph No: + 91 9744293654.