

Privacy Policy

Your privacy matters to Life Express Healthcare Private Limited (the “Company,” “we,” “Life Express Healthcare,” “us,” or “our”). This Privacy Policy (“Policy”) describes the policies and procedures regarding the collection, use, processing, storage, retrieval, disclosure, transfer, and protection of your information, including personal information and sensitive personal data or information (“Information”). The Privacy Policy covers both “online” (e.g., website operated by us such as <https://www.lifeexpresshealthcare.com>, accessed and/or used via personal computers, mobile devices, or otherwise) and “offline” (e.g., data collection through postal mails, telephone, or in-person) activities owned, operated, provided, or made available by the Company. Our “online” and “offline” activities, in relation to the facilitation of transportation services through a network of third-party Ambulance Service Providers (ASPs) and/or drivers, are collectively referred to as the “Services.” This Privacy Policy also applies to your use of interactive features or downloads that: (i) we own or control; or (ii) are available through the Services

1. DEFINITIONS

Unless otherwise provided in this Privacy Policy, the terms capitalized in the Privacy Policy shall have the meaning as provided hereunder and as defined within the Terms and Conditions:

- “Device” shall mean the computer, mobile, or other device used to access the Services.
- “Device Identifier” shall mean the IP address or another unique identifier for the Device.
- “Promotion” shall mean any contest and other promotions offered by us.
- “Protected Information” shall mean such categories of information that could reasonably be used to identify you personally, including your name, e-mail address, and mobile number.
- “TPSP” shall mean a third-party service provider.

2. WHAT INFORMATION DO WE COLLECT?

INFORMATION YOU PROVIDE TO US

We may ask you to provide us with certain Protected Information. We may collect this information through various means and in various places through the Services, including account registration forms, contact us forms, or when you otherwise interact with us using mobile, WhatsApp, etc. When you take Services from Life Express Healthcare to create your user profile, we shall ask you to provide only such Protected Information which is for a lawful purpose connected with our Services and necessary to be collected by us for such purpose.

The current data fields that might be requested are:

- Name
- Gender

- **Age**
- **Father's Name**
- **Address**
- **Mobile Phone Number**
- **Zip Code**
- **Current Location**
- **Alternate Number**
- **Relevant medical information.**

Please note that providing medical information is not compulsory, and you can choose not to share the same with us. In the event you share relevant medical information with us, we will provide the same to the Ambulance Service Provider in order to customize the ambulance being provided to you to better suit your medical emergency.

3. INFORMATION WE COLLECT AS YOU ACCESS AND USE OUR SERVICES

In addition to any Protected Information or other information that you choose to submit to us, we and our TPSPs may use a variety of technologies that automatically (or passively) collect/store certain information whenever you visit or interact with the Services ("Usage Information"). This Usage Information may include the browser you are using, the URL that referred you to our Services, all the areas within our Services that you visit, and the time of day, among other information. In addition, we collect your Device Identifier for your Device. A Device Identifier is a number that is automatically assigned to your Device used to access the Services, and our computers identify your Device by its Device Identifier. In case of booking via the call center, Life Express Healthcare may record calls for quality and training purposes. In addition, tracking information is collected as you navigate through our Services, including, but not limited to geographic areas. The driver's mobile phone will send your GPS coordinates during the ride to our servers. Usage Information may be collected using a cookie. If you do not want information to be collected through the use of cookies, your browser allows you to deny or accept the use of cookies. Cookies can be disabled or controlled by setting a preference within your web browser or on your Device. If you choose to disable cookies or flash cookies on your Device, some features of the Services may not function properly or may not be able to customize the delivery of information to you. The Company cannot control the use of cookies (or the resulting information) by third parties, and the use of third-party cookies is not covered by our Privacy Policy. In addition, you are to provide us with information about the purpose/intent of accessing our Services. We provide options for Advance Life Support ('ALS'), Basic Life Support ('BLS'), Patient Transport Ambulance (PTA), and Mortuary on our Website and on our IVR Number 9015159159. You can choose the most appropriate option from our Website or by contacting us depending on your needs.

4. INFORMATION THIRD PARTIES PROVIDE ABOUT YOU

We may, from time to time, supplement the information we collect about you through our Website or Services with outside records from third parties.

5. USE OF INFORMATION COLLECTED

Our primary goal in collecting your information is to provide you with an enhanced experience when using the Services. We use your information to closely monitor which features of the Services are used most, to allow you to view your trip history, rate trips, and to determine which features we need to focus on improving, including usage patterns and geographic locations to determine where we should offer or focus services, features, and/or resources.

We use the information collected from our Call center team or website so that we are able to serve you the best quality service depending on your location, and in some cases, for marketing purposes.

We will send you strictly service-related announcements on rare occasions when it is necessary to do so. For instance, if our Services are temporarily suspended for maintenance, we might contact you through WhatsApp or through your contact number.

We may use the information obtained from you to prevent, discover, and investigate violations of this Privacy Policy or any applicable terms of service or terms of use for the website, and to investigate fraud, chargeback, or other matters.

We provide some of your Protected Information (such as your name, pick-up address, contact number) to the driver who accepts your request for transportation so that the driver may contact and find you. The ASPs are also able to access your Protected Information, including your geo-location data. We may also ask for and then include some medical information in order to suggest favorable options for ambulances available for booking.

We provide Your choice of Ambulance Kind and your preferred time of travel (which could include immediate travel or a specified time for traveling later) that you choose from our website or IVR facility to the ASP to provide you with the most favorable option available.

We use that geo-location information for various purposes, including for you to be able to view the drivers in your area that are close to your location, for you to set your pick-up location, for the drivers to identify the pick-up location, to send you promotions and offers, and to allow you (if you choose through any features we may provide) to share this information with other people.

In addition, we may use your Protected Information or Usage Information that we collect about you:

- to provide you with information or services or process transactions that you have requested or agreed to receive, including sending you electronic newsletters, or providing you with special offers or promotional materials on behalf of us or third parties;
- to enable you to participate in a variety of the Services' features such as online or mobile entry sweepstakes, contests, or other promotions;

- to contact you regarding your use of the Services and, in our discretion, changes to the Services and/or the Services' policies;
- for internal business purposes;
- for inclusion in our data analytics; and
- for purposes disclosed at the time you provide your information or as otherwise set forth in this Privacy Policy

We may use the information collected from you for targeted advertising. This involves using information collected on an individual's web or mobile browsing behavior such as the pages they have visited or the searches they have made. This information is then used to select which advertisements should be displayed to a particular individual on websites other than our website(s). The information collected is only linked to an anonymous cookie ID (alphanumeric number); it does not include any information that could be linked back to a particular person, such as their name, address, or credit card number

6. HOW AND WHEN DO WE DISCLOSE INFORMATION TO THIRD PARTIES

We do not sell, share, rent, or trade the information we have collected about you, other than as disclosed within this Privacy Policy or at the time you provide your information. Following are the situations when information may be shared:

(a) **WHEN YOU AGREE TO RECEIVE INFORMATION FROM THIRD PARTIES** - You may be presented with an opportunity to receive information and/or marketing offers directly from third parties. If you do agree to have your Protected Information shared, your Protected Information will be disclosed to such third parties, and all information you disclose will be subject to the privacy policy and practices of such third parties. Life Express Healthcare will not be responsible for the privacy policies and practices of such third parties and, therefore, you should review the privacy policies and practices of such third parties prior to agreeing to receive such information from them. If you later decide that you no longer want to receive communication from a third party, you will need to contact that third party directly.

(b) **CONTESTS AND PROMOTIONS** - We may offer Promotions through the Services that may require registration. By participating in a Promotion, you are agreeing to official rules that govern that Promotion, which may contain specific requirements of you, including allowing the sponsor of the Promotion to use your name, voice, and/or likeness in advertising or marketing associated with the Promotion. If you choose to enter a Promotion, you agree that your Protected Information may be disclosed to third parties or the public in connection with the administration of such Promotion, including, in connection with winner selection, prize fulfillment, and as required by law or permitted by the Promotion's official rules, such as on a winners list.

(c) **ADMINISTRATIVE AND LEGAL REASONS** - We cooperate with Government and law enforcement officials and private parties to enforce and comply with the law. Thus, we may access, use, preserve, transfer, and disclose your information (including Protected Information, IP address, Device Information, or geo-location data) to Government or law enforcement officials or private parties as we reasonably determine is necessary and appropriate:

- to satisfy any applicable law, regulation, subpoenas, Governmental requests, or legal process;
- to protect and/or defend the Terms and Conditions for online and mobile Services or other policies applicable to any online and mobile Services, including investigation of potential violations thereof;
- to protect the safety, rights, property, or security of the Company, our Services, or any third party;
- to protect the safety of the public for any reason;
- to detect, prevent, or otherwise address fraud, security, or technical issues; and /or
- to prevent or stop activity we may consider to be, or to pose a risk of being, an illegal, unethical, or legally actionable activity.

(d) **BUSINESS TRANSFER** - We may share your information, including your Protected Information and Usage Information, with our parent, subsidiaries, and affiliates for internal reasons. We also reserve the right to disclose and transfer all such information:

- to a subsequent owner, co-owner, or operator of the Services or applicable database; or
- in connection with a corporate merger, consolidation, restructuring, the sale of substantially all of our membership interests and/or assets or other corporate change, including during the course of any due diligence process.

7. THIRD PARTY CONTENT AND LINKS TO THIRD PARTY SERVICES

The Services may contain content that is supplied by a third party, and those third parties may collect website usage information and your Device Identifier when web pages from any online or mobile Services are served to your browser. In addition, when you are using the Services, you may be directed to other sites that are operated and controlled by third parties that we do not control. We are not responsible for the privacy practices employed by any of these third parties. For example, if you click on a banner advertisement, the click may take you away from one of our websites onto a different website. These other websites may send their own cookies to you, independently collect data, or solicit Protected Information and may or may not have their own published privacy policies. We encourage you to note when you leave our Services and to read the privacy statements of all third-party websites before submitting any Protected Information to third parties.

8. INFORMATION COLLECTED BY DRIVERS

This Privacy Policy shall not cover the usage of any information about you which is obtained by the driver or the company to which the driver belongs, while providing you a ride on a cab booked using the Services, or otherwise, which is not provided by us.

9. SECURITY

The Protected Information and Usage Information we collect are securely stored within our databases, and we use standard, industry-wide, commercially reasonable security practices such as encryption, firewalls, and SSL (Secure Socket Layers) for protecting your information. However, as effective as encryption technology is, no security system is impenetrable. We cannot guarantee the security of our databases, nor can we guarantee that information you supply won't be intercepted while being transmitted to us over the Internet or wireless communication, and any information you transmit to the Company you do at your own risk. We recommend that you not disclose your password to anyone.

10. GRIEVANCE OFFICER

Life Express Healthcare hereby appoints Life Express Healthcare Support Manager as the grievance officer for the purposes of the rules drafted under the Information Technology Act, 2000, who may be contacted at info@lifeexpresshealthcare.com. You may address any grievances you may have in respect of this privacy policy or usage of your Protected Information or other data to him.

11. CHANGES TO THE PRIVACY POLICY

From time to time, we may update this Privacy Policy to reflect changes to our information practices. Any changes will be effective immediately upon the posting of the revised Privacy Policy. If we make any material changes. We encourage you to periodically review this page for the latest information on our privacy practices.