



Introduction

Max Healthcare Institute Limited, including its affiliates and subsidiaries (hereinafter referred to as “MHIL”, “we”, “us”, “our”) are committed to protecting the privacy, confidentiality, and integrity of your personal data. We recognize that when you choose to interact with us - whether through our website, mobile applications, or by accessing our medical services - you place your trust in us. This privacy policy (“privacy policy”) applies to the collection, storage, processing, disclosure and transfer of your personal information (defined below) we may collect from you during your interactions with our website, <https://www.maxhealthcare.in>, when such personal information is shared with MHIL for any purpose or transaction or services (“services”).

You” / “Your” / “User” / “Data Principal” means any individual who accesses, browses, or uses our website or services, including but not limited to patients, visitors, caregivers, job applicants, or legal representatives. This policy does not apply to third-party websites or services that may be linked through our platform. We strongly encourage you to review the privacy policies of those third-party websites as we are not responsible for their data practices.

***Note:** This privacy policy does not constitute a legal, contractual, or fiduciary obligation between MHIL and any party and does not confer any enforceable rights on any individual/organization, unless otherwise provided under applicable law.*

Scope

This privacy policy applies to all personal and non-personal data that we collect from,

- Individuals accessing or using our website or MHIL mobile applications
- Patients availing treatment or diagnostic services at MHIL
- Visitors, bystanders, dependents, or representatives interacting with our healthcare services
- Job applicants, employees, contractors, or service providers engaging with MHIL digitally or physically
- Users who submit enquiries, make payments, participate in surveys, or marketing initiatives.
- Guardians, caregivers, autistic individuals, or persons who are mentally unstable or legally adjudged lunatic as per applicable law.

The policy encompasses data collected through all digital platforms owned or operated by MHIL, including but not limited to websites, patient portals, appointment booking tools, teleconsultation platforms, and electronic health record (EHR) systems.

This privacy policy does **not** cover,

- Third-party websites or services that are linked from or accessible via MHIL’s platforms
- Information collected through non-affiliated entities that MHIL does not own or control
- Practices of third parties not governed or operated by MHIL, including but not limited to partner hospitals, labs, or insurance companies, unless data is shared under contractual obligation

Definitions

For the purposes of this privacy policy,

- “Data Principal” refers to any individual accessing, browsing, or using our website or services, including patients, visitors, caregivers, job applicants, or legal representatives.
- “Personal data/ personal information” means any information that relates to an identified or identifiable natural person and is capable of identifying such a person either directly or indirectly. This includes but is not limited to

name, contact information, identification details, health records, financial details, and government-issued documents.

- “Guardian” – A person legally authorized to act on behalf of a minor patient or individuals diagnosed with mental instability, autism spectrum disorders or similar cases.
- “Data fiduciary” refers to MHIL, which determines the purpose and means of processing your personal data, in compliance with the applicable law.
- “Data processor/Third Party” refers to any third party that processes personal data on behalf of MHIL under contractual agreement and confidentiality obligations (e.g., IT service providers, payment gateways, diagnostic labs).

Information we collect

MHIL collects data through its website and connects digital platforms for the purposes of medical care, service delivery, improving healthcare services, and outreach. Data may be collected directly from users, or indirectly through interaction with third-party services.

The types of information we collect include,

Personal information

- Full name, date of birth, gender, and contact details (phone number, email, address), ID proof (like Aadhaar card number, Passport number, nationality number, DL), PAN card number, bank details
- Health information including medical history, current conditions, treatment details, and diagnostic reports
- Patient registration and admission data
- Guardian, bystander, caretaker, or main SPOC details (where applicable)
- Financial and payment information related to services availed
- Responses and feedback provided during and after hospital stays
- Information from referrals and physician networks

Digital and non-personal information

- IP address, browser type, device information
- Cookies and tracking technology data from website visits, social media engagement, and online campaigns

Sources of collection

- Direct input via patient registration, admission forms, feedback surveys (during / after discharge), and health programs
- Digital platforms including appointment bookings, queries on websites and social media
- Campaigns, Workshops, Community connect, Health and Wellness program
- Referrals and Physician networks
- CRM and Chat bots
- CCTV surveillance footage and records
- Events such as workshops, community health initiatives, and marketing campaigns

- Third-party referrals and healthcare provider networks

Personal information of beneficiaries/dependents/other individuals

If you provide personal information of beneficiaries/dependents/other individuals to MHIL, you agree:

- to inform the individual about the content of this privacy policy, and any other applicable MHIL privacy notice provided to you,
- ensure understanding and acceptance of this policy by the individuals; and
- secure approval from the legal guardian if the information relates to children using our services.

Purpose for which we collect your data

The personal data collected is utilized to fulfill various purposes, including but not limited to:

- Delivering medical care, including diagnosis, treatment, follow-ups, and managing patient health records.
- Managing appointments, admissions, billing, and processing payments efficiently.
- Facilitating communication with patients, guardians, and healthcare professionals for appointment reminders, test results, health alerts, and treatment plans.
- Conducting patient satisfaction surveys and feedback collection to enhance service quality.
- Running health and wellness programs, community connect initiatives, workshops, and campaigns, including targeted communications related to these activities.
- Documenting and processing personal data for clinical trials, publication of testimonials, or recording surgical procedures for training, academic publishing, and educational purposes.
- Continuous CCTV surveillance to ensure physical security and monitor activities within MHIL premises.
- Send promotional materials, newsletters, and information about upcoming events, through phone calls, SMS, WhatsApp, or email.
- Improving digital platforms by analyzing usage data to optimize user experience and functionality.
- Complying with legal or regulatory requests, including internal investigation, responding to subpoenas or government mandates.

Sharing of information

At MHIL, we respect your privacy and are committed to protecting your personal data. We do not sell or rent your personal information under any circumstances. Your data is shared only under legitimate purposes, with appropriate safeguards in place to ensure confidentiality, integrity, and purpose limitation.

We may share your personal information in the following circumstances:

1. With healthcare providers

To ensure medical care, we may share data with doctors, specialists, laboratories, and allied health professionals directly involved in your treatment and care.

2. With service providers and third-party vendors

We engage trusted partners to support operational and technical services. These partners are bound by strict confidentiality agreements and are only authorized to process the minimum data necessary. Examples include:

- Medical professionals and diagnostic labs
- Payment gateway providers and banking partners
- IT service providers, software developers, and cloud storage vendors
- Patient communication and appointment platforms
- Marketing partners
- Survey firms or patient experience consultants

All vendors are thoroughly vetted and contractually bound to maintain data confidentiality and security.

3. With regulatory or legal authorities

We may share data as required by law, in compliance with,

- Local and central health authorities
- Law enforcement agencies
- Courts or quasi-judicial bodies
- Insurance and health regulators
- Public health or epidemic control authorities

Such disclosures are made only when legally mandated and are reviewed internally to ensure due process.

4. With auditors, legal advisors, and compliance officers

To meet statutory and internal requirements, we may share information with:

- External and internal audit teams
- Legal advisors, claims handlers, and compliance teams
- Risk and governance consultants

5. With investigators or risk consultants

In situations involving suspected fraud, legal disputes, medico legal cases or regulatory investigations, data may be shared for the purpose of detection, resolution, and compliance verification.

6. To safeguard vital interests

In medical emergencies or life-threatening situations, we may share relevant information with:

- Ambulance services
- Referred hospitals or emergency care providers
- Family members or legal representatives

This is done solely to protect your health, safety, or life.

7. For marketing and outreach

We may use your contact information for:

- Health awareness campaigns
- Preventive care programs
- Community outreach and educational initiatives

8. With business affiliates

In the event of corporate restructuring, merger, or acquisition, your data may be transferred to business affiliates or successors, with appropriate data protection safeguards in place.

Data storage and processing

At MHIL, we retain your personal data only for as long as necessary to fulfill the purposes for which it was collected or as required by applicable laws and regulations.

Security controls

At MHIL, we take the security and confidentiality of your personal data very seriously. To protect your information against unauthorized access, loss, misuse, or alteration, we have implemented a robust set of safeguards encompassing technical, administrative, and physical measures. We apply adequate safeguards and conduct regular security assessments. In case of any complications or security breaches, necessary actions will be taken immediately.

Changes to the privacy policy

MHIL reserves the right to modify or update this privacy policy at any time. In the event of significant changes, we will notify you through prominent notices on our website or other communication channels. Please review this policy periodically to stay informed about how we protect and process your information.

Last Update Date - [this date shall correspond to the date this policy is made live on the website]

Communication

MHIL may communicate with you using the contact information you provide, such as phone numbers, email addresses, or messaging platforms like WhatsApp. These communications may include:

- Appointment reminders, test results, treatment updates, and health alerts
- Information related to billing, payments, and insurance claims
- Invitations to participate in health programs, workshops, surveys, and community events
- Promotional messages about hospital services, offers, or campaigns
- Important updates about hospital policies, changes in services, or emergencies

Contact us

In case you require any further clarifications on the content of this policy, need to raise a query or terms of use, please contact:

Data protection officer – Mr. Kapil Madaan

DPO email: DPO_Office@maxhealthcare.com

Generic email ID: DPO_Office@maxhealthcare.com

Registered office

Max Healthcare Institute Ltd.

401, 4th Floor, Man Excellenza, S. V. Road, Vile Parle (West), Mumbai, Maharashtra-400056