

THE CALCUTTA MEDICAL RESEARCH INSTITUTE- TERMS & CONDITIONS

I hereby give my consent to The Calcutta Medical Research Institute for storing, processing and using my personal information for any legitimate purpose.

INTRODUCTION

The Calcutta Medical Research Institute, a Public Charitable Trust having its office at 7/2, Diamond Harbour Road, Kolkata- 700027 owns, runs, operates and controls its three units/ hospitals namely, The Calcutta Medical Research Institute (The CMRI), situated at 7/2, Diamond Harbour Road, Kolkata-700027, B M Birla Heart Research Centre (also popularly known as B M Birla Heart Hospital or BMB), situated at 1/1, National Library Avenue, Kolkata-700027 and Rukmani Birla Hospital (RBH), situated at Gopalpura Bypass Road, Near Triveni Flyover, Jaipur - 302018. CMRI is a multi-speciality hospital having state of the art infrastructure and Equipment and is delivering health care services to the society and public at large for the last 54 years. BMB is a super speciality cardiac care hospital and RBH is again a multi-speciality hospital located at Jaipur. The three hospitals, have set milestones in the healthcare Industry for over five decades and are hereinafter collectively referred to as “**We**” or “**Us**” or “**Hospitals**” or “**CMRI**”.

GENERAL- TERMS OF USE

INTELLECTUAL PROPERTY- All the information displayed, transmitted or carried by The CMRI and its Hospital Units including, but not limited to, directories, guides, news articles, opinions, reviews, text, photographs, images, illustrations, profiles, audio clips, video clips, trademarks, service marks and the like, collectively the "Content", are protected by the copyright and other intellectual property laws and be informed that the content of the same is not intended to be a substitute for professional medical advice and not for solicitation of business.

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goods or services provided, whether for breach of warranty or any obligation arising there from or otherwise, whether liability is asserted in contract or tort (including negligence and strict product liability) and irrespective of whether you have been advised of the possibility of any such loss or damage.

Each party hereby waives any claims that these exclusions deprive such party of an adequate remedy.

FEEDBACK & OPINIONS

Any feedback / opinion(s) expressed in response to e-mail queries shall not be treated as medical advice until and unless the physical examination of the patient is carried out no treatment shall be initiated. E-mail transmission cannot be guaranteed to be secure or error-free as information could be intercepted, corrupted, lost, destroyed, arrive late or incomplete, or contain viruses.

The sender therefore does not accept liability for any errors or omissions in the contents of this message, which arise as a result of e-mail transmission. Whilst every effort is made to address all queries and to accommodate valuable feedback from the Users, The CMRI does not guarantee a response or action to every mail.

DATA PRIVACY

SCOPE & APPLICABILITY

CMRI is committed to safeguarding the privacy of our patients. This Privacy Policy outlines how we collect, use, disclose, and protect your personal information. This Policy applies to all CMRI vendors, visitors, customers, other personnel and all third- party service providers who collect, process and use personal data within India and outside on behalf of CMRI.

GOVERNING LAW

CMRI is subject to and must comply with all the applicable privacy and data protection laws and regulations of India including but not limited to the Information Technology Act, 2000 and General Data Protection Regulation etc. as amended time to time.

OBJECTIVE

This Privacy Policy, is intended to inform the users of the website, hereinafter referred to as "Data Subject", "You" or "User" on how we collect, record, organize, store, modify, use, disclose or delete your data. This Privacy Policy will primarily help you understand:

- a) The nature of information we collect from you
- b) The sources from where your information is collected (In cases where personal data is not directly collected from you)
- c) The manner in which your information is collected
- d) The purpose of collecting your information
- e) The manner in which your information is stored, used and processed
- f) The rights that can be exercised by you
- g) The process to contact CMRI for any issues regarding the collection or use of your information or to exercise the above- mentioned rights of the data subject.

WHAT PERSONAL DATA DO WE COLLECT THROUGH THE WEBSITE?

The categories of personal data that we collect about you include the below listed categories of personal data.

Personal data:

- Name;
- Phone number;
- Address;
- E-mail address;
- Date of Birth
- Patient/Caregiver/Doctor/Health Care Professional Name;
- Gender;
- Login ID and password;
- security questions, and answers
- Internet Protocol address, cookie data, browser type, browser language, referring URL, files accessed, errors generated, time zone, operating system and other visitor details collected in Our log files, and
- Any other information that is willingly shared by you (collectively referred to as "Personal Data").

Sensitive Personal Data:

We do not collect sensitive personal data through the Website. If sensitive personal data is required to provide services, we will obtain consent or inform the data subject prior to collection

HOW WE COLLECT YOUR DATA

We collect information about you through the following means:

- By filling the patient registration form
- By providing details to a CMRI Health Care Professional or CMRI representative
- When you provide your Personal Information to us during course of receiving services
- When you use the features on our Website, such as online appointment booking, submission of queries, details entered in contact us section, customer feedback forms and applicant details recorded in the careers section, etc.
- When you contact us via SMS, email or via our social media handles
- Through the use of cookies

USE OF COOKIES

To make the site more convenient and easier to navigate, as well as dynamic and useful, we may obtain information about your usage of our site by using a cookie file, which is stored on your browser or on the hard drive of your computer.

The types of data collected will include IP addresses, cookie identifiers, website activity and in the cases where customer fills out a form, it will include all field information filled out by the customer. For more details, please refer the CMRI [Cookie Policy](#)

HOW WE USE YOUR DATA / PURPOSE OF PROCESSING

We use your data to conduct our hospital administration and to provide you with the best

possible services. Most commonly, we will use your personal data in the following circumstances:

- To provide effective Services;
- To send statements, invoices and payment reminders and to collect payments;
- To fulfil your requests for information, to contact you and for customer satisfaction reviews;
- To send marketing communications relating to our Hospital
- To deal with enquiries and complaints made; and
- To improve our website functionality and services based on your feedback and usage.

CHANGE OF PURPOSE

We will only use your data 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. If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis, which allows CMRI to do so.

SECURITY MEASURES

The security of your personal data is important to us. We have adopted reasonable security practices and procedures including role-based access, password protection, encryption etc. to ensure that your data remains secure. We restrict access to your personal data to our employees, agents, third party service providers, partners, and agencies on a need to know basis and in relation to the Purposes as specified above in this Policy.

While we will endeavor to take all reasonable and appropriate steps to keep secure any information which we hold about you and prevent unauthorized access, you acknowledge that the internet is not 100% secure and that we cannot provide any absolute assurance regarding the security of Your Personal Information.

DISCLOSURE OF PERSONAL INFORMATION TO OTHERS

We are the sole owners of the information collected on this website. We will not sell, rent, transfer or otherwise disclose your personal information to any third party or international organization, without your consent except to our employees, officers, insurers, professional advisers, agents, partners, or subcontractors insofar as reasonably necessary for the purposes set out in this policy and for the purpose of providing services to you.

In short, we may share your information:

- With concerned persons who need to use the same for authorised purpose/ providing desired services.
- To protect and defend the right and property of Hospital.
- Wherever required by law / Govt. Agencies.
- With you if you may desire so subsequently
- We shall address any discrepancies and grievances of provider of the information with respect to processing of information in a time bound manner.

However, the organization shall not be responsible for breach of any Personal data which is now in, or hereafter comes into, the public domain and/or is publicly available.

DATA RETENTION

We will only retain your data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. The personal data you submit is not transferred, stored or hosted outside of India. We have appropriate measures in place to ensure that personal data remains secure. We will delete or destroy the personal data in a secure manner post retention period as per the organization's retention policy.

YOUR RIGHTS

You have the right to withdraw your consent at any point and to request access, rectification, erasure or restriction of processing of personal data submitted to us by writing to us at mailus@ckbirlahospitals.com

OPT OUT

In cases where we rely on your consent for processing your personal data, the request for consent shall be presented in a manner, which is clearly distinguishable from the other matters, in an intelligible and easily accessible form, using clear and plain language. Further, when processing personal data pertaining to children below the age of 16 years, we obtain consent from the holder of parental responsibility over the child. We also make reasonable efforts to verify in such cases that consent is given or authorized by the holder of parental responsibility over the child, taking into consideration available technology.

In cases where the lawful basis of processing your personal data is consent, you have the right to opt out or withdraw your consent at any point of time. You can opt-out of receiving email communications from CMRI by clicking on the 'unsubscribe link' in our emails.

Please note: If you withdraw your consent for the use or disclosure of your personal data for purposes set out in this Privacy Notice, you may not have access to all our Services and we might not be able to provide you all of the Services and customer support offered to our users and authorized under this Privacy Notice.

NOTIFICATION OF CHANGES

We may update this Privacy Policy from time to time with or without advance notice. There is a tab at the end of the Privacy Policy, which indicates when the Privacy Policy was last updated.

QUESTIONS, COMMENTS AND INFORMATION

If you have any questions related to processing of personal data or reporting of an incident/breach etc., please send an email to mailus@ckbirlahospitals.com

DND POLICY

By using the website and/or registering yourself with us, you authorize us to contact you via email or phone call or sms or WhatsApp and offer you our services, imparting product knowledge, offer promotional offers running on website & offers offered by third parties, for which reasons, personally identifiable information may be collected. And irrespective of the fact if you have also registered yourself under DND or DNC or NCPR service, you still authorize us to give you a call from **CMRI (The Calcutta Medical Research Institute), BMB (BM Birla Heart Research Centre) and RBH (Rukmani Birla Hospital)** for the above mentioned purposes till 180

days of your registration with us.