

## **PACIFYR Privacy Policy**

Effective date: 19<sup>th</sup>, February 2018

We at Pacifyr know you care about how your personal information is used and shared, and we take your privacy seriously. Please read the following to learn more about our Privacy Policy. **By using or accessing the Services in any manner, you acknowledge that you accept the practices and policies outlined in this Privacy Policy, and you hereby consent that we will collect, use, and share your information in the following ways.**

Remember that your use of Pacifyr's Services is at all times subject to the Terms of Use of Providers agreement the document which had been shared with you which incorporates these Privacy Policy agreement essentials. Any terms we use in this Policy without defining them have the definitions given to them in the Information Technology Amendment Act, India, 2008.

### **What does this Privacy Policy cover?**

This Privacy Policy covers our treatment of personally identifiable information we collect from you, which may include personal health information, that we gather when you are accessing or using our Services, but not to the practices of companies we don't own or control, or people that we don't manage. We gather various types of Personal Information from our users, as explained in more detail below, and we use this Personal Information internally in connection with our Services, including to personalize, provide, and improve our services, to allow you to set up a user account and profile, to contact you and allow other users to contact you, to fulfill your requests for certain products and services, and to analyze how you use the Services. In certain cases, we may also share some Patients Personal Information with third parties, but only as described below.

As noted in the Terms of Use agreement-Providers, you may interact with some Health Care Providers through the Services, and certain communications such Health Care Providers may have with you are patient's personal health information. Pacifyr will maintain the privacy of such content as we are required to by Information Technology Amendment Act, India 2008. Health Care Providers may require you to review and acknowledge their specific Notice of Privacy Practices; any such terms are between you and the applicable Health Care Provider.

Please note that we may receive and store information provided by your Counselors that relates to you, in connection with your Counseling Sessions. This information, as it is provided by a third party, is not your personal Information under this Privacy Policy, but we will treat such information in accordance with the Information Technology Amendment Act, India 2008

Also noted in the Terms of Use for Providers we do not knowingly collect or solicit personal information from anyone under the age of 13 as per the Child Protection Act. In case if your patient is a Child under 13, please do not attempt to register for the Services or send any personal information about the Child to us. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that a child under 13 may have provided us personal information, please contact us at [support@pacifyr.com](mailto:support@pacifyr.com).

## **Will Pacifyr ever change this Privacy Policy?**

We're constantly trying to improve our Services, so we may need to change this Privacy Policy from time to time as well, but we will bring it to your attention by placing a notice on the [Pacifyr mobile application], by sending you an email, and/or by some other means. Please note that if you've opted not to receive legal notice emails from us (or you haven't provided us with your email address), those legal notices will still govern your use of the Services, and you are still responsible for reading and understanding them. If you use the Services after any changes to the Privacy Policy have been posted, that means you agree to all of the changes.

## **What Information does Pacifyr Collect?**

### *Information You Provide to Us:*

We receive and store any information you knowingly provide to us. For example, through the registration process and/or through your account settings, we may collect Personal Information such as your full name, age, date of birth, email address, mailing address, phone number, payment and account information, employer issued id if logging in through employer program and third-party account credentials (for example, your log-in credentials for Facebook, Google, or other third party sites). If you provide your third-party account credentials to us or otherwise sign in to the Services through a third party site or service (including Facebook or Google+), you understand some content and/or information in those accounts ("Third Party Account Information") may be transmitted into your account with us and that Third Party Account Information transmitted to our Services is covered by this Privacy Policy. Certain information may be required to register with us or to take advantage of some of our features.

We may communicate with you if you've provided us the means to do so. For example, if you've given us your email address, we may send you promotional email offers on behalf of other businesses, or email you about your use of the Services. If you do not want to receive communications from us, please indicate your preference by contacting us at [support@pacifyr.com](mailto:support@pacifyr.com)

### *Information Collected Automatically*

Whenever you interact with our Services, we automatically receive and record information on our server logs from your browser or device, which may include your IP address, geolocation data, device identification, "cookie" information, the type of browser and/or device you're using to access our Services, and the page or feature you requested. "Cookies" are identifiers we transfer to your browser or device that allow us to recognize your browser or device and tell us how and when pages and features in our Services are visited and by how many people. You may be able to change the preferences on your browser or device to prevent or limit your device's acceptance of cookies, but this may prevent you from taking advantage of some of our features.

Our advertising partners may also transmit cookies to your browser or device, when you click on ads that appear on the Services. Also, if you click on a link to a third party website or service, a

third party may also transmit cookies to you. Again, this Privacy Policy does not cover the use of cookies by any third parties, and we aren't responsible for their privacy policies and practices. Please be aware that cookies placed by third parties may continue to track your activities online even after you have left our Services, and those third parties may not honor "Do Not Track" requests you have set using your browser or device.

We may use this data to customize content for you that we think you might like, based on your usage patterns. We may also use it to improve the Services – for example, this data can tell us how often users use a particular feature of the Services, and we can use that knowledge to make the Services interesting to as many users as possible.

### **Will Pacifyr Share Any of the Personal Information it Receives?**

We do not rent or sell your Personal Information in personally identifiable form to anyone. We may share your Personal Information with third parties as described in this section:

**Counselors.** We will disclose your Personal Information to enable you to use our Services.

**Information that's been de-identified.** We may de-identify your Personal Information so that you are not identified as an individual, and provide that information to our partners. We may also provide aggregate usage information to our partners (or allow partners to collect that information from you), who may use such information to understand how often and in what ways people use our Services, so that they, too, can provide you with an optimal online experience. However, we never disclose aggregate usage or de-identified information to a partner (or allow a partner to collect such information) in a manner that would identify you as an individual person.

If you are associated with an Organization, your usage records (including the frequency, duration, and time of day you received a Counseling Session, and whether you communicated with a Pacifyr or a Therapist) may be disclosed to your Organization, but we will not disclose the name of your individual Counselor or any specific details regarding the content of your Counseling Session to your Organization.

**Advertisers:** We allow advertisers and/or merchant partners ("Advertisers") to choose the demographic information of users who will see their advertisements and/or promotional offers and you agree that we may provide any of the information we have collected from you in non-personally identifiable form to an Advertiser, in order for that Advertiser to select the appropriate audience for those advertisements and/or offers. For example, we might use the fact you are located in Karnataka to show you ads or offers for Karnataka businesses, but we will not tell such businesses who you are. Or, we might allow Advertisers to display their ads to users with similar usage patterns to yours, but we will not disclose usage information to Advertisers except in aggregate form, and not in a manner that would identify you personally. Note that if an advertiser asks us to show an ad to a certain audience or audience segment and you respond to that ad, the advertiser may conclude that you fit the description of the audience they were trying to reach.

We may deliver a file to you through the Services (known as a "web beacon") from an ad network. Web beacons allow ad networks to provide anonymized, aggregated auditing, research and reporting for us and for advertisers. Web beacons also enable ad networks to serve targeted

advertisements to you when you visit other websites. Because your web browser must request these advertisements and web beacons from the ad network's servers, these companies can view, edit, or set their own cookies, just as if you had requested a web page from their site. You may be able to opt-out of web beacon tracking conducted by third parties through our Services by adjusting the Do Not Track settings on your browser; please note that we don't control whether or how these third parties comply with Do Not Track requests.

**Affiliated Businesses:** In certain situations, businesses or third party websites we're affiliated with may sell or provide products or services to you through or in connection with the Services (either alone or jointly with us). You can recognize when an affiliated business is associated with such a transaction or service, and we will share your Personal Information with that affiliated business only to the extent that it is related to such transaction or service. [One such service may include the ability for you to automatically transmit Third Party Account Information to your Services profile or to automatically transmit information in your Services profile to your third party account; We have no control over the policies and practices of third party websites or businesses as to privacy or anything else, so if you choose to take part in any transaction or service relating to an affiliated website or business, please review all such business' or websites' policies.

**Agents:** We employ other companies and people to perform tasks on our behalf and need to share your information with them to provide products or services to you; for example, we may use a payment processing company to receive and process your credit card transactions for us. Unless we tell you differently (or unless stated otherwise in a third party privacy policy referred to below), our agents do not have any right to use the Personal Information we share with them beyond what is necessary to assist us. We currently use the following third party services, and by using our Services, you agree to be bound by the applicable privacy policies for such third party services: [Stripe for payment processing].

**User Profiles and Submissions:** Depending on your privacy settings, certain user profile information, including your name, location, and any video or image content that such user has uploaded to the Services, may be displayed to other users to facilitate user interaction within the Services or address your request for our services. For example, you may be able to publicly rate or review a Counselor, and your user name and photo may be visible to other users in such review. Please remember that any content you voluntarily disclose online in a manner other users can view (on discussion boards, in messages and chat areas, in reviews, etc.) becomes publicly available, and can be collected and used by anyone. Your user name may also be displayed to other users if and when you send messages or comments or upload images or videos through the Services and other users can contact you through messages and comments. Additionally, if you sign into the Services through a third party social networking site or service, your list of "friends" from that site or service may be automatically imported to the Services, and such "friends," if they are also registered users of the Services, may be able to access certain non-public information you have entered in your Services user profile. Again, we do not control the policies and practices of any other third party site or service.

**Business Transfers:** We may choose to buy or sell assets, and may share and/or transfer customer information in connection with the evaluation of and entry into such transactions. Also, if we (or our assets) are acquired, or if we go out of business, enter bankruptcy, or go through

some other change of control, Personal Information could be one of the assets transferred to or acquired by a third party.

**Protection of Company and Others:** We reserve the right to access, read, preserve, and disclose any information that we reasonably believe is necessary to comply with law or court order; enforce or apply our Terms of Use Agreement and other agreements; or protect the rights, property, or safety of our Company, our employees, our users, or others.

### **Is Personal Information about me secure?**

Your account is protected by a password for your privacy and security. If you access your account via a third party site or service, you may have additional or different sign-on protections via that third party site or service. You must prevent unauthorized access to your account and Personal Information by selecting and protecting your password and/or other sign-on mechanism appropriately and limiting access to your computer or device and browser by signing off after you have finished accessing your account.

We endeavor to protect the privacy of your account and other Personal Information we hold in our records, but unfortunately, we cannot guarantee complete security. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time.

### **What Personal Information can I access?**

Through your account settings, you may access, and, in some cases, edit or delete the following information you've provided to us:

- full name and password
- email address
- location
- phone number
- payment and account information
- user profile information, including images and videos you have uploaded to the site.

The information you can view, update, and delete may change as the Services change. If you have any questions about viewing or updating information we have on file about you, please contact us at [support@pacifyr.com](mailto:support@pacifyr.com). AGAIN, PLEASE NOTE THAT INFORMATION ABOUT YOU HELD IN YOUR COUNSELOR'S ACCOUNT IS NOT MODIFIABLE OR DELETEABLE BY YOU, EXCEPT TO THE EXTENT REQUIRED BY APPLICABLE LAW.

Indian residents are entitled to contact us to prevent disclosure of Personal Information to third parties for such third parties' direct marketing purposes; and in order to submit such a request, please contact us at [support@pacifyr.com](mailto:support@pacifyr.com).

### **What choices do I have?**

You can always opt not to disclose information to us, but keep in mind some information may be needed to register with us or to take advantage of some of our features.

You may be able to add, update, or delete information as explained above. When you update information, however, we may maintain a copy of the unrevised information in our records. You may request deletion such information from your account by contacting us at [support@pacifyr.com](mailto:support@pacifyr.com). However some information may remain in our records after your deletion of such information from your account. We may use any aggregated data derived from or incorporating your Personal Information after you update or delete it, but not in a manner that would identify you personally.

Finally, keep in mind that if you choose to turn on the Do Not Track function on your browser, we may continue to use all information we collected prior to your turning that function on, in the manner described in this Privacy Policy.

#### **What if I have questions about this policy?**

If you have any questions or concerns regarding our privacy policies, please send us a detailed message to [support@pacifyr.com](mailto:support@pacifyr.com) and we will try to resolve your concerns.