

Data Usage Policy – Vrudhii Skin Centre, Bangalore

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This Data Usage Policy outlines how Vrudhii Skin Centre uses, processes, and manages any information collected through our website, appointment forms, or communication channels.

1. Purpose of Data Collection

We use data exclusively for:

- Patient communication
 - Appointment management
 - Treatment planning
 - Service improvement
 - Internal analytics
 - Legal & medical documentation compliance
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2. Permitted Use of Data

We may use your data to:

- Send appointment confirmations
- Share health-related instructions or updates
- Follow up on treatments

- Provide promotional offers **only if consent is provided**

We **do not misuse or exploit** your data for unauthorized marketing.

3. Data Storage & Retention

- Medical and appointment data is stored securely as per healthcare guidelines.
 - Retention duration follows Indian medical record rules and clinic requirements.
 - Non-essential marketing or enquiry data may be deleted upon request.
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4. Data Access Control

Only authorized personnel of Vrudhii Skin Centre can access your data:

- Dermatologists
 - Clinic administrative staff
 - Appointed digital/technical partners under confidentiality agreements
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5. Patient Consent

By using our website or submitting any form, you consent to:

- Data collection & processing
- Communication through email, SMS, or WhatsApp
- Storage of records for medical and legal purposes

You may withdraw consent anytime.

6. Prohibited Use of Data

We do not:

- Sell or trade patient information
- Share data with advertisers
- Use data for unrelated profiling

7. Compliance

Our policies align with:

- India's **Digital Personal Data Protection (DPDP) Act**
- Healthcare communication best practices
- Ethical patient information handling standards

Contact Information

Vrudhii Skin Centre, Bangalore

Email: admin@vrudhiiesthetics.com

Phone: 9380451582