

WhatsApp Message Policy – Marketing & Digital Communication

Vrudhii Skin Centre, Bangalore

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At Vrudhii Skin Centre, Bangalore, we use WhatsApp as a convenient and patient-friendly communication channel. This policy explains how we send WhatsApp messages for **appointments, health information, marketing, and digital advertisements.**

1. Purpose of WhatsApp Communication

We may use WhatsApp to communicate the following:

a) Service & Appointment Related

- Appointment confirmations & reminders
- Clinic timings and updates
- Pre- and post-treatment instructions
- Follow-up reminders

b) Marketing & Promotional Communication

With patient consent, we may send:

- Offers, discounts, and promotions
- New treatment launches
- Skin awareness campaigns
- Event announcements
- Festive or seasonal packages

- Digital ads or promotional creatives

You will receive marketing messages **only if you have opted in.**

2. Consent for WhatsApp Messages

By providing your mobile number to the clinic — through website forms, WhatsApp chat, walk-in registration, or online booking — you agree to receive:

- Service-related messages
- Optional marketing/promotional messages (only if you opt-in)

Consent can be withdrawn at any time.

3. Opt-Out Policy (Stop Receiving Messages)

Patients can opt out of marketing communication anytime by:

- Replying “**STOP**” to our WhatsApp message
- Messaging us “Unsubscribe”
- Calling the clinic and requesting removal

After opting out:

- You will **no longer receive marketing messages,**
 - But you may still receive *essential appointment or treatment updates* unless you request full communication removal.
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4. How We Use Your Number

Your WhatsApp number will be used **strictly for**:

- Clinic communications
- Treatment follow-ups
- Customer service
- Marketing (only with consent)

We **do not**:

- Share your number with third-party advertisers
 - Sell or rent patient contact lists
 - Spam or send excessive messaging
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5. Data Protection & Privacy

- WhatsApp chats may be stored securely for clinical and operational purposes.
 - Access is limited to authorized clinic staff only.
 - We comply with India's **Digital Personal Data Protection (DPDP) Act**.
 - Patient information is never disclosed without consent unless required by law.
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6. Frequency of Marketing Messages

We ensure non-intrusive communication.

Marketing messages are limited to:

- **2–4 promotional messages per month**
- Occasional festival or event updates

We avoid over-messaging or irrelevant promotions.

7. Business Hours for Messaging

WhatsApp messages are sent **only during clinic business hours**, except for automated appointment confirmations/reminders.

8. Third-Party Tools

If we use WhatsApp Business API or automated systems:

- It is strictly for scheduling, reminders, or awareness campaigns
 - All tools comply with WhatsApp and data protection guidelines
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9. Patient Responsibilities

By continuing to engage:

- Ensure your WhatsApp number is active
- Inform us if your number changes
- Avoid sharing sensitive medical images unless needed for consultation

(For medical images, we recommend in-clinic consultation for accurate evaluation.)

10. Contact for Concerns or Opt-Out Support

For WhatsApp-related questions or opt-out requests:

 admin@vrudhiiasthetics.com

 9380451582

 Vrudhii Skin Centre, Bangalore