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Privacy Policy

1.1 Scope

This Privacy Policy explains how Arctic IT & Digital India Pvt Ltd, through the Anrova brand, may collect, use, store, disclose and otherwise process personal information when you use Anrova websites, mobile applications, patient-care plans, search and discovery services, appointment features, communications and related services.

1.2 Information we may collect

- Identity and contact data: name, email address, phone number, profile information and account credentials.
- Health and wellness information: symptoms, health goals, medical history or information you choose to provide, diet preferences, exercise activity, measurements and other information needed to generate or manage a requested care plan.
- Service and transaction data: orders, plan selections, appointments, invoices, payment status, refund requests and customer-support interactions. Payment-card or banking details may be processed by the applicable payment service provider rather than stored directly by Anrova, depending on the payment flow.
- Device and usage data: IP address, browser or device information, application logs, diagnostic information, pages/features used, approximate location where enabled or necessary, and cookie or similar technology data.
- Provider-related information: preferences or filters used while searching for doctors, labs, pharmacies, hospitals or other health-related services.

1.3 Purposes of processing

- Create and manage user accounts and profiles.
- Deliver purchased patient-care plans and related digital services.
- Personalize diet, exercise, wellness or health-management content based on information supplied by the user and the configuration of the relevant service.
- Enable searches, discovery, appointment or provider-contact features when available.
- Process payments, refunds, invoices, fraud checks, service support and dispute resolution.
- Operate, secure, troubleshoot and improve the platform, including analytics and product development.
- Send service messages, transactional notifications and, where legally permitted and with required choices, marketing communications.
- Meet legal obligations, enforce agreements, protect users and the platform, and investigate suspected misuse or security incidents.

Health-data caution

Only provide information you are comfortable sharing for the requested service, and keep your information accurate. Because health information can be highly sensitive, Anrova should be used with care, especially on shared devices or accounts.

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Privacy Policy - Continued

1.4 Sharing and disclosures

Anrova may disclose relevant information to service providers and partners when necessary to deliver the requested service. Depending on the feature, this may include healthcare professionals or healthcare-service providers, laboratories, pharmacies, appointment partners, cloud and hosting providers, payment gateways, analytics and communication providers, customer-support providers, professional advisers, auditors, insurers or government/law-enforcement authorities where legally required. Third parties may have their own privacy policies and terms.

1.5 AI-assisted and automated features

Where Anrova uses AI or automated tools, inputs may be processed to generate or assist with health-oriented content, summaries, recommendations or operational responses. AI outputs can be incomplete, inaccurate or inappropriate for an individual situation. AI-generated information is not a diagnosis and should not be treated as a substitute for a qualified clinician. Users should verify important health decisions with an appropriate healthcare professional.

1.6 Cookies and similar technologies

Anrova may use cookies, SDKs, pixels or similar technologies for authentication, security, preferences, analytics, performance and service improvement. Where a law or platform requires user choice, available consent or preference controls will be provided.

1.7 Data retention

Information may be retained for as long as reasonably necessary to provide the service, maintain records, address disputes, meet contractual or legal requirements, prevent fraud, maintain security, or protect legitimate business interests, subject to applicable law. Retention periods may differ by data type and service.

1.8 Security

Anrova intends to use reasonable administrative, technical and organizational safeguards appropriate to the nature of the information and the risks involved. No internet transmission or storage system can be guaranteed to be completely secure.

1.9 User choices and privacy requests

Depending on applicable law and the status of the relevant statutory requirements, users may have rights or choices relating to access, correction, updating, withdrawal of consent, deletion/erasure and grievance redressal. Requests should be made through the support or grievance channel published by Anrova. Anrova may need to verify identity before acting on a request and may retain information where required by law or for legitimate record-keeping.

1.10 Changes to this Privacy Policy

Anrova may update this policy to reflect changes in services, technology or law. Material changes may be communicated through the website, application or other appropriate channels. Continued use after an updated policy becomes effective may be subject to the revised policy to the extent permitted by law.