

PRIVACY POLICY

THB c/o Sekhmet Technologies Private Limited, a company incorporated under the Companies Act, 2013, with its registered and corporate office at Plot No. 7, 2 Bays, Sector 32, Institutional Area, Gurgaon – 122001, Haryana, India (“**Company**” or “**We**” or “**Our**” or “**Us**”) owns and operates “Doconnect Application” (“**Application**”). This Application has been developed by the Company for the sole use by its client, “Dr Reddy’s Laboratories” (and its employees, primarily PSRs and SBOs) (“**Client**”) and the Company shall not be liable to any person in case of any unauthorised installation, access or use of the Application.

The Company respects your privacy and values the trust you place in it. Below is the Company’s ‘Privacy Policy’ which details the manner in which any information relating to you is collected, used and/or disclosed by the Company in relation to this Application.

Please note that this Privacy Policy of the Company shall only be applicable to this Application and may not apply to any other products or applications offered by the Company.

All users of this Application are advised to read and understand the Privacy Policy carefully, as by accessing or using the Application you agree to be bound by the terms and conditions of the Privacy Policy and consent to the collection, storage and use of information relating to you as provided herein.

The Company shall assume that all information provided by the user belongs to the user and the user shall not provide the Company any personal information about someone else.

Our Privacy Policy is subject to change from time to time without notice. It is recommended that you periodically review this Privacy Policy as posted on this Application/external browser link or as made available on the Google Play Store.

In case you have any questions or require any clarifications regarding this Privacy Policy, please do write to us at hello@thb.co.in.

COLLECTION, STORAGE AND USE OF INFORMATION RELATED TO YOU

Information We Collect

We collect two types of information from you in the course of providing the Application to you i.e. personal information, which is any information that exclusively identifies you (e.g., your name, email address, telephone number,) and non-personal information, which is information that does not exclusively identify you but is related to you nonetheless such as, information about your use of the Application.

User Profile: When you create a user profile in the Application and confirm being the holder of a certain number, the Application will collect the information provided by you. In order to create your user profile, your first name, last name and phone number is provided by the Client.

Installation and Use: We may automatically track certain information about you based upon the installation and/or use of the Application, and user behaviour on the Application. We use this information to do internal research on, *inter alia*, the users' demographics, interests, and behaviour to better understand, protect and serve our Client/users. This information is compiled

and analysed on an aggregated basis. This information may include usage details in relation to the Application, such as time, frequency, duration and pattern of use, features used and the amount of storage used, referring URL files accessed, errors generated, , your IP address, location, GPS, Application open date and time, idle time, clicks and/or swipes within the Application (together with time and order) call summary notes as you update on the Application and other information associated with your interaction with the Application.

The Application may, from time to time, seek permission from the user to use other third party applications or features on the device, including but not limited to the device camera, device microphone, phonebook, contacts, phone storage, and text message data. By accessing or using the Application you agree to such access as confirmed by the user from time to time. You agree that to provide the data analytics as generated by us upon your use and access of the Application to the Client.

Please note that no other contact information other than the phone numbers and thereto attached names, and email addresses will be collected and used from your address book. Other numbers or information that may be contained in your device maybe accessed or used by the Application in terms of this Privacy Policy.

How We Use the Information We Collect

We use your personal information to operate, provide, and improve the Application. The purposes for which we use your personal information include:

- to respond to your inquiries;
- to personalize your experience on the Application;
- to communicate with you in relation to the Application via different channels (e.g., by phone, text messages, email) and to respond to your requests;
- to help you address your problems incurred on the Application including addressing any technical problems including fix errors in, provide support for, improve, and develop the Application;
- for proper administering of the Application;
- to conduct internal reviews and data analysis for the Application;
- to protect the integrity of the Application;
- to conduct analytical studies on various aspects including user behaviour, user preferences etc;
- to make disclosures as may be required under applicable law.

(above uses collectively referred to as “**Purpose(s)**”)

Purposes for Which We Seek Your Consent: We may also ask for your consent to use your personal information for a specific purpose that we communicate to you.

Cookies

In order for us to ensure that we are providing the best possible consumer experience, we collect and track certain user information.

We use data collection devices such as “cookies” on certain pages of the Application to help analyse our web page flow, tracking aggregate information on how our Application is being

used (including session counts, navigation patterns, pages visited, etc.) and promote trust and safety. “Cookies” are small files placed on your hard drive that assist us in providing our services. We offer certain features that are only available through the use of a “cookie”.

We also use cookies to allow you to enter your password less frequently during a session. Cookies can also help us provide information that is targeted to your interests. Most cookies are “session cookies,” meaning that they are automatically deleted from your hard drive at the end of a session. You are always free to decline our cookies if your browser permits, although in that case you may not be able to use certain features on the Application and you may be required to re-enter your password more frequently during a session.

Additionally, you may encounter “cookies” or other similar devices on certain pages of the Application that are placed by third parties. We do not control the use of cookies by third parties.

How We Share Personal Information

Information about our customers is an important part of our business and we do not believe in selling our customers’ personal information to others. We share information only as described below with the Client, and our Third-Party Service Providers that are subject to this Privacy Policy.

- **Client:** We shall share your personal information with the Client as agreed between you and the Client. The Company shall assume that by accessing or using the Application you agree to the sharing and use of your personal information by the Client. The Application may use aggregated or anonymized personal information for statistical and analytical purposes. As per the instructions of the Client, we shall share such data and/or the call summary and call notes as updated by the user on the Application with the Client or third parties authorised by the Client.
- **Third-Party Service Providers:** We may, from time to time, employ other companies and individuals to perform functions on our behalf. Examples include: sending communications, processing data, analyzing data, conducting customer relationship management, and providing training. These third party service providers have access to your information to perform their functions, but may not use it for other purposes. Further, they shall process that information in accordance with this Privacy Policy and as permitted by applicable data protection law.

Your personal information may be shared/ sold by us or our affiliates with a third party business entity in case of any proposed merger, acquisition or re-organization, amalgamation, restructuring of business. Should such a transaction occur that other business entity (or the new combined entity) will be required to follow this Privacy Policy with respect to your personal information.

Under no circumstances will we sell or share any personal information about you to or with any person or organization except (i) as authorized by you; (ii) in connection with facilitating the Application; (iii) to the extent you make any use of our Application; (iv) as may be required by law or court order; or (v) as otherwise set forth herein.

Location of Personal Information

The Company is located in India. Depending on the scope of your interactions with the Application, your information may be stored in India however accessed from multiple countries, including India. Whenever we transfer information to other jurisdictions, we ensure that the information is transferred in accordance with this Privacy Policy and as permitted by applicable data protection laws.

How We Secure Information

Your security is our highest priority. We design our systems with your security and privacy in mind and have reasonable security measures in place to protect the loss or misuse of the information under our control.

We use extensive and sophisticated secure technology to protect your information (including personal information) and transmissions between you and the Company. We ensure strict security, leverage AWS' security microservices for Data Security

Transacting over the internet has inherent risks which can only be avoided by you following security practices yourself, such as not revealing account/login related information to any other person and informing our customer care team about any suspicious activity or where your account has/may have been compromised.

If you send us personal correspondence, such as emails or letters, or if other users or third parties send us correspondence about your activities on the Application, we may collect such information into a file specific to you.

We do not retain any information collected for any longer than is reasonably considered necessary by us, or such period as may be required by applicable laws. The Company may be required to disclose any information that is lawfully sought from it by a judicial or other competent body pursuant to applicable laws.

We maintain a wide variety of compliance programs that validate our security controls.

We maintain physical, electronic, and procedural safeguards in connection with the collection, storage, and disclosure of information.

CHOICES AVAILABALE REGARDING COLLECTION, USE AND DISTRIBUTION OF INFORMATION

To protect against the loss, misuse and alteration of the information under its control, the Company has in place appropriate physical, electronic and managerial procedures. For example, the Company servers are accessible only to authorized personnel and your information is shared with employees and authorized personnel on a need to know basis to provide the services requested by you. Although the Company endeavours to safeguard the confidentiality of your personally identifiable information, transmissions made by means of the internet cannot be made absolutely secure. By using the Application, you agree that the Company will have no liability for disclosure of your information due to errors in transmission and/or unauthorized acts of third parties.

Please note that we will not ask you to share any personal information via email or telephone. If you receive any such request by email or telephone, please do not respond/divulge any personal information and forward the information relating to the same to [hello@thb.co.in] for necessary action.

Access and Choice

You can view, update, and delete certain information about your account and your interactions with the Application. If you cannot access or update your information yourself, you can always contact us for assistance or update such information by sending an e-mail to: hello@thb.co.in

Retention of Personal Information

We keep your personal information to enable your continued use of the Application, for as long as it is required in order to fulfil the relevant purposes described in this Privacy Policy, as may be required by law, or as otherwise communicated to you. How long we retain specific personal information varies depending on the purpose for its use, and we will delete your personal information in accordance with applicable law.

Uninstalling the Application

Your personal information shall not be deleted automatically upon uninstallation of the Application. We shall retain specific personal information depending on the purpose for its use, and we shall delete your personal information in accordance with applicable law.

Contacts and Notices

If you have any concern about privacy, please contact us with a thorough description, and we will try to resolve it. You may also contact us at the addresses below:

For any prospective or current customers of Sekhmet Technologies Private Limited, our mailing address is: Plot No. 7, 2 Bays, Sector 32, Institutional Area, Gurgaon – 122001, Haryana, India; ATTN: The Grievance Officer

In the event that you wish to report a breach of the Privacy Policy, you may contact the designated Grievance Officer of the Company between 9:30am to 6:30pm, Monday to Friday, except Public Holidays, at:

Address: Plot No. 7, 2 Bays, Sector 32, Institutional Area, Gurgaon – 122001, Haryana, India

Email: hello@thb.co.in

Unless stated otherwise, our current Privacy Policy applies to all information we have about you and your account. We stand behind the promises we make, however, and will never materially change our policies and practices to make them less protective of your information collected in the past without informing affected customers and giving them a choice.