



Privacy Policy

Effective date: 25 October 2026 · Jivanurja Ayurveda, Pune

In short

We collect only what you share with us when you call or WhatsApp us (such as your name, phone number and your question) and basic technical data. We use it to respond to you, book and provide care, and improve our services. We do **not** sell your data. You can ask us to access, correct or delete it, or withdraw your consent, at any time by writing to info@jivanurja.com.

1. Who we are

This Privacy Policy explains how **Jivanurja Ayurveda** ("Jivanurja", "we", "us", "our") collects, uses, shares and protects personal data when you visit our website, contact us, or book a consultation. Our clinic is at First floor, Nirmik Vishwa Heights, 1797, Vande Mataram Chowk, Deshmukh Wadi, Sadashiv Peth, Pune, Maharashtra 411030, India.

We handle personal data in line with the Digital Personal Data Protection Act, 2023 and its Rules (together, "DPDP law"), the Information Technology Act, 2000, and other applicable Indian laws. By using our website or sharing your details with us, you agree to this policy.

2. Information we collect

a) Information you give us

- **Calls, WhatsApp, email and visits:** your name, phone number and the details you share when you call, message, email or visit us to ask questions or book an appointment. Our website itself has no forms and does not collect these details.
- **Health information:** if you choose to describe symptoms, conditions, reports or X-rays, this is health information. Please share only what you are comfortable with; detailed medical history is best discussed with our doctor in person.

b) Information collected automatically

- **Technical data:** IP address, browser and device type, pages visited and the time of your visit, recorded by our website host and the services listed in section 5.
- **Usage data (Google Analytics):** we use Google Analytics to see how visitors find and use our website, for example which pages are viewed and whether the Call or WhatsApp buttons are tapped. It does not receive your phone number or the content of your messages.
- **Visit recordings and heatmaps (Microsoft Clarity):** we use Microsoft Clarity to see how visitors scroll, click and move through our pages, so we can make the website easier to use. Clarity records page interactions (clicks, scrolling, mouse movement) and device details. Our website has no forms, and Clarity masks sensitive information by default. See privacy.microsoft.com/privacystatement.
- **Advertising data (Meta Pixel and others):** we use the Meta Pixel (Facebook/Instagram) to measure how well our advertisements work and to show our ads to people who visited the website. It records page visits and taps on the Call or WhatsApp buttons, together with technical data such as your browser and IP address. Meta may link this to your Facebook or Instagram account under its own privacy policy. Other advertising platforms (such as Google Ads) may record visits from their ads in the same way.

- **Cookies:** small files stored by your browser, as explained in section 6.

3. How we use your information

- To reply to your enquiry and call or message you about appointments.
- To provide consultations, treatment and follow-up care.
- To send you appointment reminders and, if you agree, information about our services, therapies and wellness programmes by phone, SMS, WhatsApp, RCS or email.
- To understand how visitors use our website and how well our advertising works, so we can improve both.
- To keep our website secure, prevent misuse and spam, and meet our legal obligations.

We use your personal data only for the purposes above, or for a purpose you have agreed to.

4. Your consent

We process your personal data on the basis of your consent, which you give by contacting us yourself by phone, WhatsApp, email or in person. You can **withdraw your consent at any time** by writing to info@jivanurja.com or calling +91 7770099886. Withdrawing consent does not affect anything we did before you withdrew it, but we may then be unable to respond to you or provide some services. Where the law allows us to process data without consent (for example, in a medical emergency or to comply with a legal requirement), we will do so only to the extent needed.

5. Who we share it with

We **do not sell** your personal data. We share it only as follows:

- **Service providers** who process data on our behalf, under our instructions: our website hosting provider, and telephone and messaging services. When you message us on WhatsApp, your messages are also handled by WhatsApp (Meta) under its own privacy policy.
- **Content and advertising services** built into our website: YouTube (patient videos are embedded in privacy-enhanced mode and load from YouTube only when you press play), Google Analytics (website statistics), Microsoft Clarity (visit recordings and heatmaps), and advertising platforms: Meta (Facebook/Instagram) through the Meta Pixel, and Google Ads.
- **Our doctors and therapists**, only as needed to provide your care.
- **Authorities**, when required by law, court order or to protect someone's life or safety.

Some of these providers may store data on servers outside India. Where that happens, we rely on providers that protect data with reasonable security safeguards, and transfers are made only as permitted under Indian law.

6. Cookies and advertising

Our website itself does not require cookies to work. Third-party services on the site (such as YouTube when you play a video, Google Analytics, Microsoft Clarity, and advertising platforms such as Meta and Google Ads) may set cookies to measure visits or show you relevant advertisements, including on other websites (remarketing).

- You can block or delete cookies in your browser settings.
- You can turn off personalised Google ads at adssettings.google.com.
- You can control ads based on website visits in Facebook/Instagram under **Accounts Center** → **Ad preferences**.
- You can opt out of Google Analytics with the browser add-on at tools.google.com/dlpage/gaoptout.

7. How long we keep it

We keep enquiry details for as long as we need them to respond to you and follow up, and generally for no longer than 24 months after our last contact with you, unless you become a patient. Patient records are kept for the period required by applicable medical record-keeping rules. When data is no longer needed, we delete it or make it anonymous.

8. How we protect it

We use reasonable security safeguards to protect your personal data, including encrypted (HTTPS) connections on our website, password-protected phones and accounts with access limited to staff who need it, and trusted service providers. No method of transmission or storage is completely secure, but if a personal data breach occurs we will inform you and the Data Protection Board of India as required by law.

9. Your rights

Under DPDP law you have the right to:

- **Access** a summary of the personal data we hold about you and how we use it.
- **Correct, complete or update** inaccurate or incomplete data.
- **Erase** data that is no longer needed, unless we must keep it by law.
- **Withdraw consent** at any time (see section 4).
- **Nominate** a person to exercise these rights for you in case of death or incapacity.
- **Have your grievances addressed** by us, and, if you are not satisfied with our response, complain to the Data Protection Board of India.

To use any of these rights, contact us using the details in section 13. We may need to confirm your identity first, and we will respond within the time required by law.

10. Children

Our website is meant for adults. We do not knowingly collect personal data from anyone under 18 without the verifiable consent of a parent or lawful guardian. If you believe a child has given us personal data without such consent, please contact us and we will delete it.

11. Links to other websites

Our website links to other websites, such as WhatsApp, YouTube, Instagram, Facebook and research articles. We are not responsible for the privacy practices of those websites; please read their own privacy policies.

12. Changes to this policy

We may update this policy from time to time. The latest version will always be available on our website with its effective date. If we make significant changes, we will highlight them on the website or contact you where appropriate.

13. Contact us and grievances

For questions about this policy, to use your rights, or to raise a grievance, please contact:

Jivanurja Ayurveda

First floor, Nirmik Vishwa Heights, 1797, Vande Mataram Chowk,
Deshmukh Wadi, Sadashiv Peth, Pune, Maharashtra 411030
Email: info@jivanurja.com · Phone: **+91 7770099886**

We will acknowledge your request promptly and try to resolve it as quickly as possible.

14. Governing law

This policy is governed by the laws of India. Any dispute relating to it is subject to the jurisdiction of the courts at Pune, Maharashtra.

Information on this website is for general awareness and is not intended to diagnose, treat, cure or prevent any disease. Please consult a qualified doctor for medical advice.