

Privacy Policy for MAATR application

Effective Date: 05-10-2023

****Introduction: ****

Welcome to MAATR, the technology-based solution that can empower ASHA (Accredited Social Health Activist) in combatting maternal mortality, with a focus on antenatal, neonatal, and postnatal care. By using the App, you agree to the practices described in this policy.

****Information We Collect: ****

- ASHA & ANM Personal Information: We collect personal information for ASHA including name, age, mobile number, Aadhar card, state, district, taluka, PHC, village/subcenter, bank details for ASHA.
- Mother Details: Mothers personal details including name, mobile number, address, bank details & medical investigations.
- Child Details: Child personal details including name, birth weight, height & medical investigations.
- Usage Information: We gather information about how you interact with the App, including usage patterns and preferences.

****How We Use Your Information: ****

- Provide Recommendations: We use information for showing reports at one place to ASHA & ANM
- Research: We may use aggregated and anonymized data for research and policy planning.
- Communication: We may use your contact information to send important updates and announcements.

****Information Sharing: ****

We do not sell, trade, or rent your personal information to third parties. However, we may share information under specific circumstances:

- With Knowledge partners: We share data with trusted government knowledge partners who assist in app development and maintenance.
- Legal Requirements: We may disclose your information to comply with legal obligations or protect our rights.

****Data Security: ****

We implement security measures to protect your information from unauthorized access, alteration, or disclosure.

****Children's Privacy: ****

Our App is taking data for newborn children for childcare information tracking & reporting.

****Changes to Privacy Policy: ****

We may update this Privacy Policy to reflect changes in practices or legal requirements. We recommend reviewing this policy periodically.

****Contact Us: ****

For any questions or concerns regarding this Privacy Policy, please contact us at aecnhm@gmail.com.

By using the MAATR application, you acknowledge and consent to the practices outlined in this Privacy Policy.