

## Elder First – Privacy Policy

*Respecting your data. Honouring your trust.*

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### 1. Our Commitment

At Elder First, privacy is not a formality—it is a responsibility.

This policy explains how we collect, use, and protect your personal data in line with the **Digital Personal Data Protection Act, 2023 (India)**.

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### 2. Who We Are

Elder First acts as a **Data Fiduciary**—meaning we decide how and why your personal data is used, always with your best interest in mind.

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### 3. What Data We Collect

We collect only what is necessary to serve you better.

#### Basic Information

- Name
- Phone number
- Email address
- Address (if required)

#### Care-Related Information (*only with your consent*)

- Age, lifestyle, or care preferences
- Health-related inputs relevant to services

#### Usage Information

- Interaction with our website or services
  - Device/browser details (for improving experience)
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### 4. Why We Use Your Data (Purpose Limitation)

As required under law, we collect and use your data only for **specific, clear purposes**, such as:

- Providing elder care services
- Coordinating support and communication
- Improving service quality


- Sharing relevant updates

We do not use your data beyond these purposes without your consent.

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## 5. Your Consent Matters

By engaging with Elder First, you provide **free, informed, and specific consent** for us to use your data.

 You have the right to:

- Withdraw your consent at any time
- Opt out of non-essential communication

(Withdrawing consent may affect certain services—we will always explain this clearly.)

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## 6. Data Sharing (Limited & Responsible)

We do **not sell your personal data**.

We may share your data only when necessary:

- With trusted caregivers, doctors, or service partners
- With technology providers supporting our platform

All such sharing is done:

- Only for the intended purpose
  - With appropriate safeguards and confidentiality
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## 7. Data Security

We take reasonable measures to protect your data:

- Controlled access systems
- Secure storage and handling
- Regular internal checks

While no system is completely risk-free, we continuously strengthen our safeguards.

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## 8. Data Retention

We keep your data only for as long as necessary:

- To provide services
- To meet legal or operational requirements

Once no longer needed, your data is securely deleted or anonymised.

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## 9. Your Rights Under DPDP Act

You are the **Data Principal**, and you have important rights:

You may:

- Request access to your data
- Ask for correction or updates
- Request deletion of your data
- Withdraw consent at any time
- Raise a grievance regarding misuse

We are committed to responding in a **timely and respectful manner**.

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## 10. Use on Behalf of Elders

If you are sharing data for a parent or loved one:

- Please ensure their **awareness and consent**, wherever possible
  - We encourage dignity and transparency in all such cases
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## 11. Cookies & Digital Tools

We may use cookies to:

- Improve your browsing experience
- Understand usage patterns

You may disable cookies via browser settings, though some features may be affected.

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## 12. Third-Party Services

Where we connect you with external providers:

- Their data practices may differ
  - We recommend reviewing their privacy terms
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## 13. Grievance Redressal

If you have concerns about your data:

You can reach out to us anytime @ [connect@elderfirst.co.in](mailto:connect@elderfirst.co.in)

We are committed to:

- Acknowledging concerns promptly

- Resolving them fairly and transparently
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#### 14. Updates to This Policy

We may update this policy as needed.

For significant changes, we will:

- Inform you through appropriate channels
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#### 15. Legal Compliance

This policy is governed by the **Digital Personal Data Protection Act, 2023** and applicable Indian laws.

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#### A Final Note

At Elder First, data is not just information.  
It represents **people, families, and trust**.

We honour that trust with:  
**care, discretion, and responsibility—always.**

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