

# DR. YAKSH OZA

## Privacy Policy

Effective: 01/03/2026

Jurisdiction: India

Governed by: DPDP Act 2023 · IT Act 2000

Last reviewed: April 2026

We believe privacy is an extension of the trust patients place in us. This policy explains what personal information we collect, why we collect it, how it is used, how it is protected, and what rights you have over it. We do not sell your data. We do not share it with advertisers. Everything we collect is used solely to provide you with better clinical care and a smoother experience with our clinic.

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### 1. Who we are

This Privacy Policy applies to a clinical and aesthetic dermatology practice operated by Dr. Yaksh Oza (MD DVL), based in Ahmedabad, Gujarat, India.

For the purposes of this policy, "Dr. Yaksh Oza", "we", "us", and "our" refer to the clinic and all digital channels operated by it, including the website [dryakshoza.com](http://dryakshoza.com), WhatsApp Business communications, social media accounts, and any digital products or services offered.

Dr. Yaksh Oza is the data fiduciary under the Digital Personal Data Protection Act, 2023 (DPDP Act) and the data controller for all personal information collected through these channels.

## 2. What personal data we collect

Information you give us directly

Category	Examples	Where collected
Identity	Full name, date of birth, gender	Consultation form, patient intake form
Contact	Phone number, email, WhatsApp number, address	Booking form, website contact form
Medical history	Skin concerns, allergies, current medications, past treatments, family skin history	Patient intake form, consultation
Images	Skin or scalp photographs submitted for assessment	Online skin audit, WhatsApp, in-clinic photography
Consent records	Photo consent, procedure consent, marketing consent	Intake form, digital sign-off
Payment	Transaction reference (no card data stored by us)	Payment gateway records
Communications	Messages sent to us via WhatsApp, email, or the website form	WhatsApp Business, email, contact form

### Information collected automatically

When you visit our website, we may automatically collect device type, browser type, pages visited, time on page, referring URL, and approximate location (city-level). This is collected through cookies and analytics tools. See Section 7 for details.

## 3. How we collect your data

We collect personal information through the following channels:

- The website booking and contact form at [dryakshoza.com](https://dryakshoza.com)
- The patient intake form completed before your first appointment

- In-person consultations with Dr. Yaksh Oza
- WhatsApp Business communications initiated by you or sent with your consent
- The online skin audit service (photo submission and questionnaire)
- Email correspondence
- Social media (only if you contact us directly via DM)
- Referrals from other doctors (in which case we inform you at your first contact)

#### 4. Why we collect it — purposes and legal basis

Purpose	Data used	Legal basis (DPDP Act 2023)
Providing clinical care and treatment	Identity, contact, medical history, images	Legitimate purpose — healthcare provision
Booking and managing appointments	Name, phone, email	Consent / contractual necessity
Sending appointment reminders and post-procedure care messages	Phone / WhatsApp number	Consent (obtained at booking)
Providing the online skin audit service	Photos, skin history, contact details	Consent (explicit at purchase)
Maintaining medical records	All clinical data	Legal obligation — MCI guidelines
Sending educational or seasonal skin tips (optional)	Phone / WhatsApp / email	Consent (opt-in only)
Requesting Google reviews	Phone / WhatsApp	Consent (opt-in, one-time ask)
Improving the website using analytics	Device and usage data (anonymised)	Legitimate interest

We never use your personal data for advertising, profiling for commercial third parties, or any purpose not listed above. You will always be informed before any new use of your data.

#### 5. How we store and protect your data

Your data is stored in the following systems, all of which operate with industry-standard security measures:

- Electronic Medical Records (EMR) software — access restricted to Dr. Yaksh Oza and authorised clinic staff only
- WhatsApp Business (Meta) — governed by Meta's own data policies
- Google Workspace (email and forms) — secured with 2-factor authentication
- Payment gateway records — processed by third-party PCI-DSS compliant providers; never stores card numbers

All staff who access patient data are bound by confidentiality obligations. Physical records, where applicable, are stored in locked storage at the clinic and accessible only to authorised personnel.

No system is 100% secure. In the event of a data breach that may affect your rights, we will notify you promptly in accordance with the DPDP Act 2023.

## 6. Who we share your data with

We do not sell, rent, or trade your personal data. We share it only in the following limited circumstances:

Recipient	Reason	Safeguards
Referring physicians (with your consent)	Clinical continuity of care	Your explicit verbal or written consent is obtained first
Diagnostic labs or specialist clinics	Clinical investigation or referral	Minimum necessary data shared; your consent obtained
Payment gateway providers	Processing consultation or service fees	PCI-DSS compliant providers; we does not see card data
WhatsApp Business (Meta)	Delivering appointment and care messages	Governed by Meta's platform policies; you opt in at booking
Legal or regulatory authorities	Compliance with Indian law or court order	Only when legally required; minimum data disclosed

Before-after photographs are never shared without your separate, explicit written consent. Even with consent, images are anonymised — no full name is ever attached to a published image.

## 7. Cookies and website tracking

Our website uses the following types of cookies and tracking tools:

Type	Purpose	Can you opt out?
Essential cookies	Site functionality — form submissions, session management	No — required for the site to work
Analytics cookies (Google Analytics)	Understanding which pages are visited and how long — anonymised data only	Yes — via your browser settings or our cookie banner
Marketing pixels (Meta / Instagram)	Measuring the reach of our social media posts if ad campaigns are run	Yes — via our cookie consent banner

We do not use tracking cookies to build advertising profiles. You can manage cookie preferences through your browser settings at any time. Most browsers allow you to refuse cookies — note that some parts of the site may not function correctly if you do so.

## 8. WhatsApp and digital communications

When you provide your WhatsApp number and consent to communications at the point of booking or registration, you agree to receive the following categories of messages:

- Appointment confirmations, reminders, and reschedule notices
- Pre-procedure preparation instructions
- Post-procedure care guidance
- Treatment follow-up prompts
- Seasonal skin care advisories (educational, not promotional)
- A one-time review request after your visit

You can withdraw consent to WhatsApp communications at any time by replying STOP to any message or by contacting us directly. Clinical communications necessary for your ongoing care (such as post-procedure red flag alerts) may still be sent if they are essential to your safety.

WhatsApp communications are routed through WhatsApp Business (Meta). By using this channel, you also accept Meta's applicable data policies. We do not have access to your WhatsApp account — only to the messages exchanged with our Business account.

## 9. Children's privacy

We provides dermatological services to patients of all ages, including minors. Where a patient is under 18 years of age, all consent — including consent to collect personal data, proceed with treatment, and photograph skin conditions — must be provided by a parent or legal guardian.

We do not knowingly collect data directly from anyone under 13 years of age through our website or digital services. If you believe we have inadvertently collected data from a minor without appropriate parental consent, please contact us immediately at [dryakshoza@gmail.com](mailto:dryakshoza@gmail.com) and we will delete it promptly.

## 10. Your rights under Indian law

Under the Digital Personal Data Protection Act, 2023 (DPDP Act), you have the following rights with respect to your personal data held:

Right to access - Request a summary of what personal data we hold about you and how it is being used.

Right to correction - Ask us to correct any inaccurate or incomplete personal data we hold.

Right to erasure - Request deletion of your personal data, subject to our legal obligation to retain medical records under MCI guidelines.

Right to withdraw consent - Withdraw consent to non-clinical communications (WhatsApp tips, review requests) at any time.

Right to grievance redressal - Raise a complaint about how your data has been handled. We will respond within 30 days.

Right to nominate - Nominate another individual to exercise these rights on your behalf in case of incapacity or death.

To exercise any of these rights, contact us at [dryakshoza@gmail.com](mailto:dryakshoza@gmail.com) with your full name, phone number, and a description of your request. We will respond within 30 days. We may ask you to verify your identity before processing the request.

## 11. How long we keep your data

Data type	Retention period	Reason
Medical records (clinical notes, prescriptions, images)	Minimum 3 years from last visit; longer if required by MCI guidelines	Legal obligation under Indian medical law

Appointment and contact data	3 years from last interaction	Continuity of care and re-engagement
Online skin audit submissions	12 months from date of service	Service delivery and follow-up
WhatsApp communication logs	As governed by Meta's retention policies	Platform-controlled
Website analytics data	26 months (Google Analytics default)	Site improvement — anonymised
Consent records	Duration of relationship + 3 years	Legal evidence of consent

After the applicable retention period, data is securely deleted or anonymised so that it can no longer be linked to you.

## 12. Changes to this privacy policy

We may update this Privacy Policy periodically to reflect changes in our services, data practices, or applicable law. When we do, the effective date at the top of this page will be updated. If any change materially affects how we use your personal data, we will notify existing patients via WhatsApp or email before the change takes effect.

Continued use of the website or services after an update constitutes acceptance of the revised policy.

## 13. Contact us and grievance officer

For any questions, requests, or complaints regarding this Privacy Policy or the handling of your personal data, please contact:

Dr. Yaksh Oza — Data Fiduciary & Grievance Officer  
 Ahmedabad, Gujarat, India  
 Email: [dryakshoza@gmail.com](mailto:dryakshoza@gmail.com)