





# Aga Khan University Hospital, Pakistan

PRIVACY POLICY

### Document Approval

Designation	Signature	Date
AKU Chief Information Officer		July 2022
AKU Global Legal Representative		July 2022
AKU Global Data Protection Officer		July 2022
AKUH MarCom Director		July 2022

Version Control		
Version	Maintained By	Release Date
Version 1.0	Global Data Protection Office	July 2022

## Privacy Policy

**By visiting our website, you agree with and are accepting the terms described in this Privacy Policy.**

This Privacy Policy relates to data which is obtained by Aga Khan University Hospital, Pakistan (AKU Pakistan).

We take your privacy very seriously and are committed to ensuring that your privacy is protected through compliance. This Privacy Policy sets out how we use and protects any data that you may provide us. If you provide us with personal data, you can be assured that it will only be used in accordance with this privacy statement.

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes and not used in any way that is incompatible with those purposes.
- Accurate and kept up-to-date as provided by you.
- Kept only as long as necessary for the purposes it was collected.
- Kept securely.

### Collection of personal data

We collect personal data about you when you:

- Have been a patient with us
- Have done business with us
- Have made a complaint or enquiry to us
- Have made a data request to us
- Wish to attend, or have attended, an event
- Subscribe to our e-newsletters
- Have applied for a job or secondment with us
- Have worked with us or working with us
- Have made a donation to us
- Are studying or studied at one of our universities.

On certain occasions, we will ask you to provide us with certain data about yourself. It is our policy to collect only the necessary data required to complete your request.

### How will your personal data be secured?

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally necessitated to do so. In addition, we limit access to your personal data to those employees who have a business need-to-know. They will only process your personal data on our instructions and are subject to a duty of confidentiality.

### Cookies

Additionally, when you use our website, data about how you use our website is collected automatically using “cookies”. Cookies are text files placed on your computer to collect standard internet log data and visitor behaviour data. This data is used to track visitor use of the website and to compile statistical reports on website activity.

Some of the pages on our site also use cookies set by carefully selected third party suppliers. None of our cookies store personal data. In addition to this, if you go on to a web page on our site that contains embedded content, for example a video from YouTube, you may be sent cookies from these websites.

We don't control these cookies, so we suggest you check the third-party websites for more data about their cookies and how to manage them.

You can set your browser to not accept cookies and obtain up-to-date data about blocking and deleting cookies via [www.aboutcookies.org](http://www.aboutcookies.org).

### **Use of personal data**

We will not sell or lease your personal data to third parties unless we have your permission or are necessitated by law to do so. We would like to contact you for surveys or send you email marketing communication which may be of interest to you from time to time.

### **Disclosure of your data**

We may disclose your personal data to companies and/or organisations who work with us in providing the website and associated services (such as analytics providers and website developers) or for seeking feedback from you and such companies and/or organisations are subject to a duty of confidentiality.

We may also disclose your personal data to third parties if we are under a duty to disclose or share your personal data in order to comply with any legal obligation or to protect the rights, property, or safety of AKU, our users, or others. This includes exchanging data with other companies and organisations for the purposes of fraud protection.

We may disclose your personal data to third parties, the court service and/or regulators or law enforcement agencies in connection with proceedings or investigations anywhere in the world where compelled to do so. Where permitted and to the extent practicable, we will direct any such request to you or notify you before responding unless to do so would prejudice the prevention or detection of a crime (use justification: legal obligation, legal claims, legitimate interests (to cooperate with law enforcement and regulatory authorities)).

### **Retention of personal data**

We will retain your personal data on our systems only for as long as we need it, given the purposes for which it was collected, or as necessitated to do so by law. We keep contact data (such as mailing list data) until a user unsubscribes or requests that we delete that data. If you choose to unsubscribe from a mailing list, we may keep certain limited data about you so that we may honour your request.

### **Third Party Website Links**

Our website may contain links to other websites provided by third parties not under our controls. When following a link and providing data on that link please be aware that we are not responsible for the data provided to that third party. This privacy policy only applies to this website so when you link to other websites you should read their own privacy policies.

### **Changes to this Policy**

We reserve the right to make any changes to our Privacy Policy. Any changes will be posted on this page and, where appropriate, notified to you by email. Please visit this page to check our most current privacy policy.

### **Contact**

If you have any questions about our privacy policy or the data we hold about you, please email us at [akuh.information@aku.edu](mailto:akuh.information@aku.edu).