



TIRHUT CENTRAL HOSPITAL

THE COMPASSIONATE HEALER

PRIVACY POLICY & TERMS OF USE

Website • Online Services • Official Social Media Accounts

LEGAL ENTITY	Tirhut Central Hospital (A Unit of MHH & RC Pvt. Ltd.)
WEBSITE	tirhutcentralhospital.org
ADDRESS	NH-22, Sakari Saraiya, Muzaffarpur, Bihar - 844127, India
EFFECTIVE / LAST UPDATED	30 September 2026

Official policy document for publication and digital-platform compliance use.



PART A — PRIVACY POLICY

Tirhut Central Hospital ("TCH", "Hospital", "we", "us" or "our"), a Unit of MHH & RC Pvt. Ltd., respects the privacy and confidentiality of patients, attendants, visitors, website users, job applicants, vendors and persons interacting with our official social-media and messaging accounts. This Privacy Policy explains how personal data may be collected, used, disclosed, stored and protected when you use our website, online forms, appointment/report-request facilities, telephone or messaging channels, and official social-media pages.

This Policy is designed with reference to applicable Indian law, including the Information Technology Act, 2000 and applicable rules, and the Digital Personal Data Protection Act, 2023 ("DPDP Act") and Digital Personal Data Protection Rules, 2025 as and when their respective provisions apply or come into force. Healthcare, medical-record, professional-confidentiality, insurance/TPA, statutory reporting and other sector-specific obligations may also apply.

1. Scope

This Policy applies to personal data processed through:

- the Hospital website and web forms, including appointment, enquiry, feedback and report-request functions;
- official Facebook, Instagram, WhatsApp, YouTube and other social-media or messaging accounts operated by or for TCH;
- telephone, email, SMS and digital communications initiated through the website or social-media channels;
- online campaigns, advertisements, lead forms, event registrations and health-awareness initiatives; and
- information transferred from online channels into Hospital systems for appointment, care coordination, billing, insurance/TPA, patient support, complaint handling or other lawful Hospital purposes.

Clinical care and physical Hospital records may also be governed by separate consent forms, admission documentation, medical-record policies and applicable healthcare laws. If a specific consent or notice conflicts with this general Policy for a particular processing activity, the more specific notice will ordinarily govern that activity.

2. Personal Data We May Collect

Depending on your interaction with TCH, we may collect:

- Identity and demographic information: name, age/date of birth, gender and similar identifiers.
- Contact information: postal address, city, state, PIN code, country, telephone/mobile number, WhatsApp number and email address.
- Appointment and service information: preferred doctor, preferred day/time, requested service, prior attendance at the Hospital, enquiry details and messages.
- Health and medical information: symptoms or health concerns voluntarily shared, diagnosis, treatment information, prescriptions, investigation reports, medical history, allergies, clinical notes and other information necessary for care or requested services.
- Billing, insurance and TPA information: payment status, insurer/TPA details, policy or authorization information and billing records, where applicable.
- Technical information: IP address, browser/device information, operating system, referring pages, timestamps, cookies and similar usage data where enabled.
- Social-media information: public profile name/handle, comments, reactions, messages, lead-form responses and other information you choose to provide through a platform.
- Audio/visual information: CCTV footage on Hospital premises and photographs/videos where lawfully captured; patient testimonials or identifiable promotional content will be used only with appropriate authorization/consent.



- Recruitment/vendor information where you contact us for employment, professional engagement, supply or service opportunities.

3. How We Collect Information

- directly from you or your authorized representative;
- through website forms, appointment requests, report requests, phone calls, email, WhatsApp and social-media messages;
- during registration, admission, consultation, diagnostic testing, treatment, discharge, billing and follow-up;
- from doctors, laboratories, diagnostic centres, ambulance providers, insurers/TPAs or other healthcare participants where lawful and necessary;
- automatically through website technologies such as cookies, server logs or analytics tools, if deployed; and
- from social-media platforms and advertising tools according to your platform settings and the platform's own terms/privacy practices.

4. Purposes of Processing

We may process personal data for lawful purposes including:

- providing, coordinating and improving healthcare and Hospital services;
- scheduling and confirming appointments and responding to enquiries;
- identifying patients, maintaining medical/administrative records and facilitating continuity of care;
- providing requested reports or communications to the patient or an authorized person;
- billing, payment, insurance/TPA authorization, audits and financial administration;
- emergency care, patient safety, infection control, quality assurance and clinical governance;
- meeting legal, regulatory, medico-legal, accreditation, public-health, law-enforcement or court requirements;
- security, fraud prevention, troubleshooting, cybersecurity and protection of Hospital systems and premises;
- website operation, analytics and service improvement;
- handling complaints, feedback and grievances;
- sending service-related messages, appointment reminders and important operational notices; and
- sending health-awareness, promotional or marketing communications only where permitted and, where required, based on consent or an available opt-in mechanism.

5. Consent, Withdrawal and Other Lawful Uses

Where processing is based on consent, TCH will seek consent in a manner appropriate to the context. You may withdraw consent through the relevant communication channel or by contacting us. Withdrawal does not ordinarily affect processing already lawfully carried out before withdrawal, and it may not prevent processing that TCH is required or otherwise permitted to perform under applicable law, including for medical records, legal claims, billing, safety, emergencies or statutory obligations.

You should provide accurate information and should not submit another person's personal or medical information unless you are authorized to do so.

6. Health and Medical Information

Medical information is confidential and is handled with heightened care. Access should be limited to personnel and service providers who require it for treatment, operations, billing, legal compliance or other legitimate Hospital functions. TCH does not publish a patient's diagnosis, treatment, image, testimonial or other identifiable medical story for promotional purposes without appropriate permission, except where disclosure is otherwise authorized or required by law.



Do not post confidential medical records, prescriptions, reports, identification documents or sensitive health details publicly in comments on Facebook, Instagram, YouTube or other public social-media areas. For confidential matters, use an official private channel or contact the Hospital directly.

7. Social Media, Meta Platforms and WhatsApp

TCH may operate official pages/accounts on third-party platforms such as Facebook, Instagram, WhatsApp and YouTube. When you interact with those platforms, both TCH and the platform may process information. The platform's own privacy policy, cookies, advertising technologies, account settings and terms also apply independently.

Information received through social-media messages or lead forms may be used to respond to your request, contact you, arrange an appointment or provide information about Hospital services. Social-media channels are not intended for emergency diagnosis or urgent clinical decision-making. In a medical emergency, contact emergency services or the Hospital's emergency facility directly.

TCH will not request passwords, OTPs, PINs or other authentication secrets through social media. Users should verify that they are communicating with an official Hospital account before sharing information.

8. Cookies, Analytics and Similar Technologies

The website may use essential cookies and, where configured, analytics, advertising pixels or similar technologies to operate the site, remember preferences, understand usage, measure campaigns and improve services. Non-essential technologies should be used in accordance with applicable consent requirements. Browser settings may allow you to block or delete cookies, although some website functions may then operate differently.

If TCH deploys third-party analytics or advertising tools, information may be processed by those providers under their own privacy terms and contractual arrangements with TCH.

9. Sharing and Disclosure

TCH may disclose personal data only where reasonably necessary and lawful, including to:

- doctors, nurses, allied health professionals, laboratories, diagnostic centres, pharmacies and other care providers involved in your care;
- insurers, TPAs, government health schemes and payment/service partners for authorization, billing and claims;
- technology, hosting, cloud, communications, cybersecurity, analytics, call-centre, document-management and other processors/service providers acting for TCH;
- professional advisers, auditors and accreditation/quality bodies subject to appropriate confidentiality obligations;
- government authorities, courts, regulators, law-enforcement bodies or public-health authorities where legally required or permitted; and
- a successor or reorganized entity in connection with a lawful merger, restructuring, transfer or similar corporate transaction, subject to applicable safeguards.

TCH does not sell or rent patient personal data as a data-broker activity. Where the Hospital website offers a promotional opt-in, the choice provided to the user will be respected subject to applicable law.

10. International / Cross-Border Processing

Some technology or social-media service providers may process or store information outside India. Where cross-border processing occurs, TCH will seek to use it in accordance with applicable Indian law, government restrictions and reasonable contractual/technical safeguards.



11. Data Retention

Personal data is retained only for as long as reasonably necessary for the purpose for which it was collected and for applicable medical-record, statutory, billing, insurance, audit, dispute, limitation, security and regulatory requirements. Different categories may have different retention periods. Data may be securely deleted, anonymized or archived when retention is no longer required, subject to legal and clinical obligations.

12. Information Security

TCH seeks to use reasonable administrative, technical and physical safeguards appropriate to the nature of the information, including access controls, role-based permissions, authentication, secure systems, backups, staff confidentiality practices and vendor controls where appropriate. However, no website, messaging platform, email or electronic storage system can be guaranteed to be completely secure. Users should avoid sending highly sensitive information through unsecured or public channels.

13. Data Breach and Incident Response

TCH maintains processes to identify, assess and respond to suspected personal-data or cybersecurity incidents. Where applicable law requires notification to affected individuals or a competent authority, TCH will make such notification in the required manner and timeframe.

14. Your Privacy Rights

Subject to applicable law and the relevant provisions being in force, you may have rights to obtain information about processing, request correction/completion/updating of personal data, request erasure in appropriate circumstances, withdraw consent, seek grievance redressal and nominate another individual to exercise specified rights in the event of death or incapacity. Certain requests may be limited where retention or processing is required for healthcare, legal, regulatory, public-interest, contractual or evidentiary purposes.

To exercise a privacy right, contact TCH using the details in Section 19. We may reasonably verify identity/authority before acting on a request.

15. Children's Data

Healthcare services may necessarily involve children. Where applicable, TCH will obtain or rely on appropriate authorization from a parent, lawful guardian or other person authorized under law, and will process children's data for healthcare and related lawful purposes. TCH does not intentionally use children's health information for targeted advertising.

16. Marketing Communications

Where you opt in or where otherwise legally permitted, TCH may send information about health camps, preventive-care initiatives, Hospital services or other updates. You may request to stop promotional communications using the unsubscribe/opt-out method provided or by contacting TCH. Essential service, safety, billing or care-related communications may still be sent where necessary.

17. Third-Party Links

The website or social-media pages may contain links to third-party websites, payment systems, maps, social networks or other services. TCH is not responsible for the independent privacy or security practices of those third parties. Review their policies before providing information.



18. Changes to this Privacy Policy

TCH may update this Policy to reflect changes in law, technology, Hospital services or data practices. The revised version should be posted on the website with an updated effective/revision date. Material changes may be communicated through additional channels where appropriate.

19. Privacy / Grievance Contact

For privacy questions, correction requests, consent withdrawal or grievances, contact:

Organization	Tirhut Central Hospital (A Unit of MHH & RC Pvt. Ltd.)
Address	NH-22, Sakari Saraiya, Muzaffarpur, Bihar - 844127, India
Email	care@tirhutcentralhospital.org
Telephone	1800-8892-532 9334476856 7857805391
Website	tirhutcentralhospital.org

TCH may designate or publish additional privacy/grievance contact details where required by applicable law. Users should refer to the latest version displayed on the Hospital website.



PART B — WEBSITE & SOCIAL MEDIA TERMS AND CONDITIONS / TERMS OF USE

These Terms of Use govern access to and use of the TCH website, online forms, digital content and official social-media pages. By using these services, you agree to use them lawfully and responsibly. If you do not agree, you should discontinue use of the relevant online service.

1. Informational Purpose — No Substitute for Medical Advice

Website and social-media content is provided for general information, health awareness and communication. It is not a substitute for an in-person medical examination, diagnosis, prescription or treatment by a qualified healthcare professional. Individual medical decisions should be made after appropriate clinical assessment.

2. Emergencies

Do not rely on website forms, email, comments, direct messages or social-media replies for a medical emergency. Response times are not guaranteed. For urgent or life-threatening conditions, seek immediate emergency medical care and contact the Hospital/emergency services through appropriate emergency channels.

3. Appointments and Online Requests

Submitting an online appointment or report request does not by itself guarantee an appointment, doctor availability, admission, treatment, report release or response time. An appointment is confirmed only when TCH communicates confirmation through an authorized channel. Clinical priority, emergencies, doctor availability and operational circumstances may require rescheduling.

4. Accuracy of Information

TCH aims to keep website and social-media information accurate and current, but medical services, doctors, schedules, charges, facilities, eligibility criteria, government-scheme rules and other operational details may change. Users should confirm time-sensitive information directly with the Hospital before relying on it.

5. User Responsibilities and Prohibited Conduct

Users must not:

- submit false, misleading, unlawful or unauthorized information;
- impersonate another person or misuse another person's medical or identity information;
- attempt unauthorized access, hacking, scraping that disrupts service, malware distribution or interference with Hospital systems;
- post defamatory, threatening, abusive, obscene, discriminatory, illegal or privacy-invasive content on Hospital channels;
- publish another patient's confidential information, photographs or records without authorization;
- use Hospital content, branding or identity to falsely imply endorsement, affiliation or medical approval; or
- use the website or social-media channels in a way that violates applicable law or third-party platform rules.

TCH may moderate, hide, restrict or remove content from channels it controls where reasonably necessary for privacy, safety, legality, spam prevention or platform/community compliance.

6. Intellectual Property and Brand Use

Unless otherwise stated, TCH's name, logo, tagline, website text, graphics, photographs, videos, designs and other original materials are owned by or licensed to TCH/MHH & RC Pvt. Ltd. and are protected by applicable intellectual-property law. Personal, non-commercial viewing/sharing through ordinary platform functions is permitted. Reproduction, commercial use, modification or misleading use requires prior authorization unless otherwise allowed by law.



7. Patient Testimonials, Images and Media

Testimonials and patient stories describe individual experiences and do not guarantee identical clinical outcomes for other patients. Identifiable patient photographs, videos, interviews or testimonials used for publicity should be based on appropriate authorization/consent. TCH may withdraw or modify promotional material where required by law, consent terms, ethics, safety or operational considerations.

8. Third-Party Platforms

Facebook, Instagram, WhatsApp, YouTube and other third-party services are operated independently. Their availability, algorithms, security, data processing, content rules and account controls are outside TCH's direct control. Use of those platforms is also subject to the platform's terms and policies.

9. External Links and Third-Party Services

Links to third-party websites or services are provided for convenience and do not necessarily constitute endorsement. TCH is not responsible for third-party content, availability, transactions, security or privacy practices, except to the extent responsibility cannot lawfully be excluded.

10. Payments, Charges, Insurance and Government Schemes

Any online or published information about charges, packages, insurance/TPA coverage, cashless treatment or government schemes is subject to eligibility, authorization, applicable scheme/policy terms, exclusions, documentation, medical necessity and current Hospital/insurer/government rules. Final billing may depend on actual services provided and applicable approvals.

11. Limitation and Disclaimer

To the extent permitted by law, TCH does not warrant uninterrupted or error-free availability of the website or third-party social-media services. Nothing in these Terms excludes or limits any liability, patient right or remedy that cannot legally be excluded. TCH remains responsible for its obligations under applicable healthcare, consumer, data-protection and other laws.

12. Indemnity for Misuse

To the extent permitted by law, a user who unlawfully misuses TCH's website, systems, intellectual property or third-party personal data may be responsible for losses or claims directly resulting from that misuse. This provision does not reduce statutory patient or consumer rights.

13. Suspension / Modification of Online Services

TCH may modify, suspend or discontinue website features or social-media services for maintenance, security, legal compliance or operational reasons. Where practical, material service changes may be communicated through appropriate channels.

14. Governing Law and Jurisdiction

These Terms and the online services are governed by the laws of India. Subject to mandatory consumer, healthcare, data-protection or other statutory forums and jurisdiction rules, disputes relating to these Terms will be subject to the competent courts/authorities having jurisdiction in Muzaffarpur, Bihar.

15. Severability and No Waiver

If any provision is held invalid or unenforceable, the remaining provisions will continue to apply to the extent legally possible. Failure to enforce a provision on one occasion does not constitute a permanent waiver.



16. Contact

Questions about these Terms may be sent to care@tirhutcentralhospital.org or addressed to Tirhut Central Hospital, NH-22, Sakari Saraiya, Muzaffarpur, Bihar - 844127, India. Toll Free: 1800-8892-532; Mobile: 9334476856 / 7857805391.

IMPLEMENTATION NOTES FOR THE HOSPITAL

Before publishing, TCH should verify that the policy matches its actual technology and operational practices. In particular:

- Confirm whether Google Analytics, Meta Pixel, remarketing tags or other tracking tools are installed and configure an appropriate cookie/consent banner where required.
- Keep marketing consent separate from necessary appointment/healthcare processing and provide a practical opt-out.
- Ensure website forms use HTTPS, appropriate access controls and a defined retention process.
- Limit social-media administrators' access and use multi-factor authentication for official accounts.
- Use written authorization for identifiable patient testimonials, photographs and videos used for publicity.
- Maintain a process for privacy/grievance requests, identity verification, correction and consent withdrawal.
- Review vendor contracts for hosting, messaging, CRM, WhatsApp/API, cloud storage, analytics, advertising, insurance/TPA and other processors.
- Have legal/compliance counsel review the final published version against the Hospital's actual data flows, medical-record obligations and the phased commencement of the DPDP Act/Rules.

SOURCE / LEGAL REFERENCE NOTE

Prepared using publicly available information from Tirhut Central Hospital's official website and Government of India / MeitY materials current as of 30 September 2026. This template is intended as a professional operational draft and should receive final review by the Hospital's authorized legal/compliance professional before publication.

- Tirhut Central Hospital official website: hospital identity, services and contact information.
- Tirhut Central Hospital appointment and report-request pages: categories of information requested online.
- Ministry of Electronics & Information Technology (MeitY): Digital Personal Data Protection Act, 2023 and Digital Personal Data Protection Rules, 2025, including notified phased commencement.