

# **NEPAL RED CROSS SOCIETY UNIVERSAL FIRST AID MOBILE APP PRIVACY PROTECTING DOCUMENT**

## **Nepal Red Cross (NRCS) is committed to protecting your privacy**

Nepal Red Cross Society is committed to ensuring the privacy of your personal information and complying with the Right to Information Act, 2064 (2007) and The Electronic Transactions Act, 2063 (2008) of Government of Nepal. Your personal information is stored in secure databases that are managed by Nepal Red Cross Society. As part of this commitment, we want everyone to know our principles and practices for the collection, use, processing, transfer, storage or disclosure of your Personal Information.

This Privacy Notice outlines our policy and practices on the collection, use, transfer, storage and disclosure of Personal Information about Donors, Clients, and any other non-Red Cross individuals with whom we work. A separate privacy policy applies to employees, volunteers, and contract staff when they are working on behalf of the NRCS. It requires them to uphold the principles and practices described in this Privacy Notice. The application of this Privacy Notice is subject to applicable laws including legislation, regulations, and the orders or lawful requests of any courts or other lawful authorities.

## **Collection of personal information**

- Nepal Red Cross Society collects information about your supporters and website users, including:
- Personal information that you provide voluntarily when registering and completing forms;
- Website usage information through tracking your individual click behavior;
- Aggregated website traffic information collected by our web server or third party systems we subscribe to

## **Use of personal information**

Your personal information enables us to:

- Process your donations accurately and securely;
- Communicate with you on matters relevant to your donation, and from time –to-time provide you with information about Nepal Red Cross Society that may be of interest to you;
- Improve our website so we can give you a better online experience;
- Provide you with any other services you have requested;
- Use the information for any other purposes for which you have given us your permission.

## **Access to your personal information**

Please feel free to contact our Privacy Officer to talk to us about your personal information or the communication we send you. We are happy to provide you with any personal information that we hold about you. If it is wrong we will correct it.

## **Giving you control - communication from Nepal Red Cross Society**

From time to time, Nepal Red Cross Society will send you communications that we feel are appropriate to the nature of your relationship with us, for example: if you make a donation to a relief appeal, you may receive information about future relief appeals.

### **Unsubscribe policy**

We strive to only send email to those who want to receive it. If you would not like to receive future emails from us, please use the 'unsubscribe' link located at the bottom of our email communications.

### **Website privacy and security**

#### **Cookies**

Cookies are small pieces of information that can be stored on your computer's hard drive (persistent cookies) or its memory (session cookies). Cookies help Nepal Red Cross Society understand which parts of our website are the most popular, where our visitors are going, and how long they spend there. We use cookies to learn how we can make our website more useful and interesting for you.

#### **Website tracking and measurement**

Nepal Red Cross Society uses third party website trackers, such as Google, to collect information on how you use our website. These services are used to aggregate website statistics anonymously, such as number of page views, the number of unique visitors, time spent on our site, and to determine advertising effectiveness. On occasion, random short surveys may also be used to collect further information about our users participation in these surveys will be entirely voluntary.

#### **Online Advertising**

Nepal Red Cross Society uses third party vendors, such as Google, to display advertising on websites across the internet. These third party vendors may also use cookies to anonymously track and target advertising based on your browsing behavior.

Nepal Red Cross Society uses remarketing with Google Analytics to advertise online. Third - party vendors, including Google, show Nepal Red Cross Society ads on sites across the Internet. NRCS and third-party vendors, including Google, use first - party cookies (such as the Google Analytics cookie) and third- party cookies (such as the Double Click Cookie) together to inform, optimize, and serve ads based on a user's past to visits to the Nepal Red Cross Society site.

Nepal Red Cross Society uses Google Display Network impression reporting and the Double Click Campaign Manager. Nepal Red Cross Society and third- party vendors, including Google, use first- party cookies (such as the Google Analytics cookie) and third- party cookies (such as the Double Click Cookie) together to report how ad impressions, other uses of ad

services, and interactions with these ad impressions and ad services are related to visits to the Nepal Red Cross Society site.

Nepal Red Cross Society uses Google Analytics Demographics and Interest reporting, including age, gender and interests. This is aggregated website traffic information collected by our web server or third party systems we subscribe to.

Visitors can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the Ads Settings.

### **External Links**

There are links on this website that take you either to other websites outside of our service. Any links provided to the third party websites are provided solely for your convenience. The operation and content of such third party websites is beyond our control; we do not endorse in any manner whatsoever, or accept any responsibility for, the content or other material that may be contained in such websites, the use of such websites, or any products or services advertised on or sold through any such websites. We will not be liable under any circumstances for any damages whatsoever, direct or indirect, resulting from any use of this website or any third party website linked to this website, whether or not we are advised of the possibility of such damages.

### **Mobile Apps**

We respect the privacy of every user of our mobile apps. Your privacy is a priority, and we go to great lengths to protect it.

We do not capture any personal identifying information with either the First Aid or Emergency app.

Our mobile apps do collect non- personal information such as statistical information that helps us understand how users engage with the app and make improvements to our product to ensure we are giving the best user experience we can. The apps may require access to some of your smartphone device features such as camera, location services and contact lists, but this is only to help us deliver features and functionality of the app for our users.

### **Site content**

The material in this site may include technical inaccuracies or typographical errors. Nepal Red Cross Society may make changes or improvements at any time. This website may contain references to the International Federation of Red Cross and Red Crescent Societies (Federation), the International Committee of the Red Cross (IFRC), and other Red Cross or Red Crescent Society services, products, and programs that are not in your country. These references do not imply that Nepal Red Cross Society, the Federation, ICRC, or other Red Cross and Red Crescent Societies intend to announce or provide the programs, products, or services in your country.

All questions about Federation, IFRC or Red Cross or Red Crescent activities in your country should be directed to the Red Cross or Red Crescent Society in your country.

Information on the Nepal Red Cross Society website, or those of any of its related, affiliated, or subsidiary units, is provided with the understanding that Nepal Red Cross Society is not rendering professional advice or recommendations. You should not rely on any information on these pages to replace consultations with qualified professionals to meet your individual needs.

## **General**

We accept no liability for any failure to comply with the terms and conditions presented in this website where such failure is due to circumstances beyond our reasonable control. If we waive any rights available to us under these terms and conditions on one occasion, this does not mean that those rights will automatically be waived on any other occasions. If any of these terms and conditions are held to be invalid, unenforceable, or illegal for any reason, the remaining terms and conditions shall nevertheless continue in full force.

## **Security of Information**

No data transmission over the internet can be guaranteed as totally secure. While we strive to protect such information, we do not warrant and cannot ensure the security of any information which you may transmit to us. Accordingly, any information which you may transmit to us is transmitted at your own risk. Nevertheless, once we receive your transmission, we will take reasonable steps to preserve the security of such information.

## **Contact Information**

If you have any question, concern, or comments about our privacy policy, please contact us at [firstaid@nrcs.org](mailto:firstaid@nrcs.org) or 977014279650, P.O.Box. 217 Kathmandu, Nepal.

We reserve the right to make changes to this policy. Any changes to this policy will be posted.