

Privacy Policy

This privacy policy (“Privacy Policy”) is in the context of and to govern the access and usage of the Shri Amarnathji Yatra mobile application, a digital initiative of Shri Amarnathji Shrine Board. This Privacy Policy describes and determines how Shri Amarnathji Yatra -The App, handle and/ or deal with your (referred to as You or Your or User or citizen) personal and usage information, in accordance with the applicable laws of India (hereinafter collectively referred to as “Personal Information”).

The ‘Shri Amarnathji Yatra’ refers to the services being provided through Shri Amarnathji Yatra’ -The mobile App. You can use Shri Amarnathji Yatra application in different ways such as, for Yatra registration details, availing of services, finding out maps and routes, health advisory, Do’s and Don’ts, weather updates and so on. Shri Amarnathji Yatra App allows you to access Shri Amarnathji Yatra information, provides locational inputs of yatriis to Shrine Board officials for use in emergency, SOS, Health Advisory, How to Reach, Help desk, Information & Tips etc.

This Privacy Policy inter alia determines and explains:

A. What all types of information are collected from you?

- Your personal, demographic, location, device and other similar information may be collected. The information collected by us shall depend on the type of support and services being used by you and may vary from time to time. Any change of the policy will be intimated to you through the electronic mode of communication (email, sms, etc).
- Completing your profile shall help us to provide you better user experience and more services.
- Your usage details may be used for the necessary analytics purpose as required by various authorities related to tracking and reporting any incidences related to citizen safety, to enhance your experience such as recommendations based on usage history, reminders for services getting due etc.

B. How do we use Your Personal Information and/or collected usage data/statistics?

(I) Your Personal Information shall help us :-

- to send you the required assistance from security personals in a minimum time in case of emergency
- customize the service(s) offering and enhance your experience in future.
- device and location information shall help us in identifying your location and reporting it to the nearest security personnel. In addition to this it will help us in adapting the content/display as per your device and/or recommending you the services according to your location.

C. How do We handle/manage your Personal Information?

- All your personal information shall be stored in a secured manner and can only be shared with the designated authorities who might need this information to help you in case of emergency and to provide you the required services
- None of your Personal Information shall be shared with any other individual and/or any other party without your express consent except that required by or under applicable laws
- Except for the purposes mentioned above, most of the collected Personal Information shall only be used for user categorization/classifications for the purpose of analytics for providing better services.
- We collect, receive, possess, or store the Personal Information, to enable us to serve you effectively, and to enable us to provide more personalized and enhanced experience to you. If the terms of this Privacy Policy are not acceptable to you, please do not use Shri Amarnathji Yatra App.
- When you register with Shri Amarnathji Yatramobile app, then you may be needed to provide your personal information such as Yatra Permit Number or Yatra Unique Code for availing the services offered on the App.
- We collect information such as location information. However, no attempt is made to link these with the true identity of individuals visiting the Shri Amarnathji Yatra App.

We do not share/ disclose any information with any individual or organization (public or private) unless and until it is required by law or it is authorized by the account holder.

(I) Personal Information collected may be used by Shri Amarnathji YatraApp and its registered Service Providers inter alia, for: -

- Providing services to you and/or facilitating services delivery.
- Sending promotional features/materials to you regarding Shri Amarnathji Yatra
- Enhancing the efficiency/quality of services offered by Shri AmarnathjiShrine Board
- Detecting, investigating and preventing activities that may violate Our policies or that may be illegal or unlawful
- Conducting research or analyzing the user preference, demographics as statistical data and not as individual data
- Any purpose as may be required under applicable laws.

(II) Personal information as submitted and/or captured may be shared with law enforcement agencies and other Government departments if the Shri AmarnathjiShrine Board has a good faith/belief that access, use, preservation or disclosure of the information is reasonably necessary to:-

- meet any applicable law, regulation, legal process or enforceable government request;
- enforce applicable Terms of Service, including investigation of potential violations;
- detect, prevent or otherwise address fraud, security or technical issues;
- Protect against harm to the rights, property or safety of users or the public as required or permitted by law.

D. It will be a constant endeavor to protect the system from unauthorized access or unauthorized alterations, disclosure or destruction of information. In particular, all the information will be stored in a Secured manner as permissible under the law.

E. In case of any grievances, you may send your complaints for redressal to sasbjk2001@gmail.com