

# Privacy Policy for Gajaananda Trust

**Effective Date: October 31, 2025**

Gajaananda Trust (“we,” “us,” or “our”), a non-profit organization based in Coimbatore, India, is committed to protecting the privacy and security of your personal data. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website at [www.gajaanandatrust.org](http://www.gajaanandatrust.org) (the “Website”), use our mobile app (e.g., Suyamvaram Matrimony App), or participate in our programs and services. We operate in compliance with the Digital Personal Data Protection Act, 2023 (DPDPA) and other applicable Indian laws. 18 This policy applies to all users, including beneficiaries, participants, donors, and visitors (“you” or “Data Principal”).

By using our Website or services, you consent to the practices described in this policy. If you do not agree, please do not use our services.

## 1. Information We Collect

We collect personal data necessary to provide our services, which focus on wellness, education, spirituality, and social transformation. The types of data we may collect depend on your interactions with us and include:

### Personal Information

- **Identity and Contact Details:** Full name, date of birth, gender, address, email address, phone number, and Aadhaar number (where required for verification).
- **Profile Information:** For services like matrimony (Suyamvaram), we collect horoscopes, marital status, preferences, caste/religion (if voluntarily provided), education, occupation, and family details.
- **Health-Related Information:** For programs like Pregnancy Care Classes (Garbhadhaarini) or Pre-Marital Courses (Seethanam), we may collect health data such as pregnancy status, medical history, PCOD/PCOS details, or wellness metrics to provide tailored support.
- **Family and Counseling Details:** For Family Counseling (Valam), we collect information about family relationships, issues, and advisory needs.
- **Children’s Information:** For Kids Camps, we collect names, ages, parent/guardian details, and basic health information for safety and participation.
- **Skill and Development Data:** For Fit for Future programs, we collect educational background, skills, and career aspirations.
- **Environmental and Community Data:** For initiatives like Temple Cleaning (Uzhavarppani), Agricultural Development (Uzhavar Service Center), or Environmental Protection (Pasumai Bharatham), we may collect participation details, location, and preferences.

### Automatically Collected Information

- **Device and Usage Data:** IP address, browser type, operating system, pages visited, time spent, and referral sources via cookies and similar technologies.
- **Location Data:** If you enable it, approximate location for geo-relevant services (e.g., local events).

### Sensitive Personal Data

Under DPDPA, sensitive data includes health conditions, biometric data, financial information, or data revealing caste/religion. We collect such data only with your explicit consent for specific purposes, such as health support or matrimony matching. 19

We do not collect data from children under 18 without verifiable parental consent.

## 2. How We Collect Information

- **Directly from You:** Through registration forms, app sign-ups, event enrollments, contact inquiries, or program applications on our Website or app.
- **Indirectly:** Via cookies, analytics tools (e.g., Google Analytics), or from partners (e.g., health centers for pregnancy programs).
- **From Third Parties:** Such as government databases (with consent) or social media integrations, if applicable.

We collect only the minimum data necessary and provide notice at the point of collection.

## 3. Purposes for Processing Your Information

We process your data for lawful purposes, including:

- Providing and improving our services (e.g., matching profiles in Suyamvaram, delivering pregnancy training, or organizing kids camps).
- Communicating with you (e.g., updates, newsletters, or counseling sessions).
- Administering programs (e.g., skill development in Fit for Future or environmental initiatives).
- Research and analysis to enhance our impact (anonymized data only).
- Legal compliance, fraud prevention, and security.
- With your consent, for marketing or event promotions.

We adhere to purpose limitation: data is used only for the specified reasons, and we notify you of any changes. 18

## 4. Legal Basis for Processing

- **Consent:** Your free, informed, and specific consent (e.g., for sensitive data or marketing).
- **Legitimate Interests:** For core operations like service delivery or security.
- **Legal Obligations:** To comply with laws or government requests.

## 5. Sharing and Disclosure of Information

We do not sell your data. We may share it:

- With service providers (e.g., IT vendors, matrimony partners like Chennai Silks) under strict contracts ensuring DPDPA compliance.
- With health centers or counselors for program delivery.
- For legal reasons (e.g., court orders) or to protect rights.
- Anonymized data for research or public health.

All sharing follows minimum necessary principles and requires recipient safeguards. 19

## 6. Data Security

We implement reasonable security measures, including encryption, access controls, firewalls, and regular audits, to protect against unauthorized access, loss, or breaches. We comply with ISO standards where applicable and conduct risk assessments. 18 In case of a breach, we will notify you and the Data Protection Board within 72 hours, as required.

## 7. Data Retention

We retain data only as long as necessary for the purpose (e.g., 5 years for matrimony records) or as required by law. Upon purpose completion or consent withdrawal, we delete or anonymize it securely, providing 48-hour notice where applicable. 18

## 8. Your Rights

As a Data Principal under DPDPA, you have rights to:

- Access, correct, or update your data.
- Erase data (subject to legal retention).
- Withdraw consent (without affecting prior processing).
- Restrict processing or object to it.
- Lodge complaints with us or the Data Protection Board.

To exercise rights, contact our Data Protection Officer (DPO) at [email: [admin@gajaanandatrust.org](mailto:admin@gajaanandatrust.org)] or [address: 369C, Avinashi Road, Kalki Nagar, near Anchaneyar Temple, Peelamedu, Coimbatore, Tamil Nadu, India]. We respond within 30 days.

For children's data, parents/guardians can exercise these rights.

## 9. Cookies and Tracking Technologies

We use cookies for functionality, analytics, and personalization. You can manage preferences via browser settings. See our Cookie Policy for details.

## 10. International Data Transfers

Your data is processed in India. If transferred abroad, we ensure adequate safeguards (e.g., standard contractual clauses).

## 11. Children's Privacy

For services involving children (e.g., Kids Camps), we require verifiable parental consent. We do not track or target ads to children and limit processing to what's necessary for well-being. 18

## 12. Changes to This Policy

We may update this policy to reflect changes in practices or laws. Updates will be posted on the Website with the new effective date. Continued use constitutes acceptance.

## 13. Contact Us

For questions, grievances, or rights exercises:

- Email: [admin@gajaanandatrust.org](mailto:admin@gajaanandatrust.org)
- Address: 369C, Avinashi Road, Kalki Nagar, Peelamedu, Coimbatore, Tamil Nadu, India
- Phone: 0422 256758

We aim to resolve grievances promptly. If unsatisfied, contact the Data Protection Board.

This policy is available in English and Tamil for accessibility.