

BLMDcare.

BEINGLAZYMD CARE ENTERPRISE

Privacy Policy

How we collect, use, and protect your personal information

Effective: April 2026

Compassionate bedside care. Professional. Reliable. Human.

Lusaka, Zambia | PACRA Reg. No. 320261062140

@BLMDcare | blmdcare.com

Introduction

At BLMDcare (BEINGLAZYMD CARE ENTERPRISE), we are committed to protecting your privacy and handling your personal information with care, transparency, and respect. This Privacy Policy explains who we are, what personal data we collect about you, why we collect it, how we use it, who we share it with, and what rights you have in relation to your data.

This policy applies to all individuals whose personal data we process, including patients and their families, Customers, Guarantors, prospective customers, visitors to our website and social media platforms, and anyone who contacts us.

Who we are:

BEINGLAZYMD CARE ENTERPRISE, trading as BLMDcare

PACRA Registration No. 320261062140

Address: Lusaka, Zambia

Data Controller Contact: blmdcare@gmail.com

BLMDcare is the data controller for the personal information we process. This means we are responsible for deciding how and why your personal data is used. Where we engage third parties to process data on our behalf (for example, our payment processor), those parties act as data processors and are bound by contractual obligations to handle your data securely and only as we instruct.

Important: Because we provide health-related services, we process special category data, specifically health and medical information. This type of data is given a higher level of protection under Zambian data protection law. Please read this policy carefully.

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1 DEFINITIONS

1.1 In this Privacy Policy, the following terms have the meanings given below:

Anonymised Data: data that has been irreversibly altered so that it can no longer be linked, directly or indirectly, to any identifiable individual;

Care Plan: the written record of the agreed health-related services BLMDcare will provide to a Customer;

Controller: the entity that determines the purposes and means of processing personal data, which is BLMDcare for the purposes of this policy;

Customer: an individual who has entered into a Care Agreement with BLMDcare to receive Services;

Data Protection Laws: the Zambia Data Protection Act No. 3 of 2021 (the DPA) and any regulations, statutory instruments, and official guidance issued thereunder, as amended or replaced from time to time;

Data Subject: any identified or identifiable living individual whose personal data BLMDcare processes;

DDAPC: the Data Protection Authority of Zambia (or its successor body), the supervisory authority responsible for enforcing data protection law in Zambia;

HPCZ: the Health Professions Council of Zambia;

Next-of-Kin / Authorised Representative: a family member, legal guardian, or other person legally authorised to act on behalf of a Customer;

Personal Data: any information relating to an identified or identifiable natural person, including name, contact details, health records, payment data, and any other information that, alone or in combination, identifies or could identify an individual;

Processing: any operation performed on personal data, including collection, storage, use, disclosure, transfer, or deletion;

Processor: an entity that processes personal data on behalf of BLMDcare, under BLMDcare's instructions;

Pseudonymised Data: data that has been processed such that it can no longer be attributed to a specific individual without additional information that is held separately and securely;

Services: the mobile home visits, teleconsultation, hospital bedside care, residential care, chronic disease management, and all other healthcare support services provided by BLMDcare;

Special Category Data: sensitive personal data that warrants heightened protection under the Data Protection Laws, including data revealing health or medical information, racial or ethnic origin, religious or philosophical beliefs, or biometric data used for identification; and

Us, We, Our: BEINGLAZYMD CARE ENTERPRISE, trading as BLMDcare, PACRA Reg. No. 320261062140, Lusaka, Zambia.

2 PERSONAL DATA WE COLLECT ABOUT YOU

We collect and process different categories of personal data depending on the nature of your relationship with us. The table below summarises the main categories of data we collect and examples of the specific information within each category.

Category of Data	Examples of Specific Information
Identity Data	Full name, date of birth, gender, national registration number ([NRC] if needed), passport number
Contact Data	Home address, phone number(s), WhatsApp number, email address
Health & Medical Data (Special Category)	Medical history, diagnoses, medications, allergies, treatment records, Care Plan details, discharge summaries, clinical notes, vital signs observations, disability or mobility information
Financial Data	Payment method details, DPO and direct mobile money transaction IDs, billing address, invoice records
Next-of-Kin / Emergency Contact Data	Name, relationship, phone number of nominated emergency contact or Guarantor
Communications Data	Records of calls, WhatsApp messages, emails, and other correspondence with BLMDcare staff
Usage & Technical Data	IP address, device type, browser type, pages visited on our website, referral sources, session duration
Marketing Preferences	Your preferences regarding receiving marketing communications from us
Employment / Professional Data	For Healthcare Professionals: qualifications, HPCZ registration number, employment history, DBS/background check results, identity documents
Images & Audio-Visual Data	Photographs or videos taken for care documentation or staff ID purposes, where consent has been given

2.1 We will always tell you when it is mandatory to provide personal data. If you choose not to provide data that is necessary for us to deliver our Services, we may be unable to provide those Services or enter into a Care Agreement with you.

2.2 We do not knowingly collect personal data about individuals who are not connected to our Services (for example, people mentioned incidentally in correspondence). If we receive such data, we will not process it beyond what is necessary to handle the relevant communication.

2.3 Where a Guarantor or Next-of-Kin provides information about a Customer or third party on their behalf, they confirm by doing so that they are authorised to share that information with us and that it is accurate to the best of their knowledge.

3 HOW WE COLLECT YOUR PERSONAL DATA

We collect personal data through several means, which we describe below.

Directly from you

3.1 Most of the personal data we hold is provided directly by you (or by a person acting on your behalf) when you:

- Contact us to enquire about our Services by phone, WhatsApp, email, or social media;
- Complete an intake form or consent to a care assessment;
- Sign a Care Agreement or consent form;
- Use our Teleconsultation service;
- Communicate with your Care Coordinator, Healthcare Professional, or any BLMDcare staff member;
- Make a payment through DPO, direct mobile money or another approved method;
- Submit a complaint, feedback, or enquiry; or
- Subscribe to our mailing list, Wednesday Wellness series, or promotional communications.

From third parties

3.2 We may also receive personal data about you from third parties in the following circumstances:

- From a family member, Guarantor, or authorised representative who contacts us on your behalf;
- From your treating physician, hospital, clinic, or other healthcare provider, where they refer you to our Services or where we need to coordinate your care;
- From the Health Professions Council of Zambia (HPCZ), to verify the registration status of Healthcare Professionals;
- From background screening agencies, in relation to our Healthcare Professional vetting process; or
- From DPO or other payment processors, in relation to payment confirmation and transaction records.

Automatically

3.3 We automatically collect certain technical data when you visit our website or interact with our digital channels (including our social media pages on Facebook and TikTok). This includes:

- Device and browser information;
- IP address and approximate geographic location;
- Pages visited and time spent on each page;
- Referral source (how you found us); and
- Cookie data, as described in Section 12.

4 LEGAL BASES FOR PROCESSING

Under the Zambia Data Protection Act No. 3 of 2021, we must have a lawful basis for processing your personal data. The table below sets out the legal bases we rely on, their meaning, and examples of when we rely on each.

Legal Basis	What It Means	When We Rely on It
Consent	You have given clear, informed, and freely given agreement to the processing.	Marketing communications; use of cookies; photography for documentation purposes; sharing data with third parties beyond your direct care team.
Contractual Necessity	Processing is necessary to perform a contract with you or to take steps before entering one.	Delivering the Services under your Care Agreement; setting up your Care Plan; processing your payments.
Legitimate Interests	Processing is necessary for our genuine business interests, provided these are not overridden by your rights.	Improving our services; fraud prevention; internal record-keeping; staff training; responding to complaints.
Legal Obligation	Processing is necessary to comply with a legal or regulatory obligation.	Maintaining clinical records as required by HPCZ; responding to lawful requests from courts or regulatory authorities; tax and financial record-keeping.
Vital Interests	Processing is necessary to protect someone's life.	Sharing medical information with emergency services and their primary physician in a life-threatening situation.
Explicit Consent (Special Category)	You have given explicit, specific consent for processing of your health or other special category data.	Collecting and processing your health and medical information to deliver clinical and non-clinical care.

4.1 Where we rely on consent as our legal basis, you have the right to withdraw that consent at any time by contacting us at blmdcare@gmail.com. Withdrawal of consent will not affect the lawfulness of processing that took place before the withdrawal. However, if you withdraw consent for processing that is necessary to deliver the Services, we may be unable to continue providing those Services.

4.2 Where we rely on legitimate interests, we carry out a balancing assessment to ensure our interests do not override your fundamental rights and freedoms. You may request a copy of that assessment by contacting us.

5 HOW WE USE YOUR PERSONAL DATA

We use your personal data only for the purposes described in this policy. The table below maps each purpose to the categories of data used and the legal basis we rely on.

Purpose	Data Categories Used	Legal Basis
Delivering healthcare and support Services to you	Identity, Contact, Health & Medical, Next-of-Kin	Contractual Necessity; Explicit Consent (health data)
Assessing your care needs and preparing your Care Plan	Identity, Health & Medical, Contact	Contractual Necessity; Explicit Consent
Coordinating your care with treating physicians or hospitals	Identity, Health & Medical	Legitimate Interests; Vital Interests; Legal Obligation
Processing payments and managing your account	Identity, Contact, Financial	Contractual Necessity; Legal Obligation
Sending appointment confirmations, reminders, and care updates	Identity, Contact, Communications	Contractual Necessity; Legitimate Interests
Responding to your enquiries, complaints, or feedback	Identity, Contact, Communications	Legitimate Interests; Legal Obligation
Managing and improving our services and staff performance	Anonymised/Pseudonymised Health, Communications	Legitimate Interests
Training our Healthcare Professionals (anonymised only)	Anonymised Health & Care Data	Legitimate Interests
Sending the Wednesday Wellness Series and educational content	Contact, Marketing Preferences	Consent
Sending promotional and marketing communications	Contact, Marketing Preferences	Consent

Maintaining clinical and business records as required by law	Identity, Health & Medical, Financial	Legal Obligation
Complying with requests from regulatory or judicial authorities	As required by the authority	Legal Obligation
Conducting staff vetting and HR management	Employment/Professional Data	Contractual Necessity; Legal Obligation
Preventing fraud and ensuring the security of our systems	Identity, Contact, Technical	Legitimate Interests; Legal Obligation
Conducting research and service improvement (anonymised)	Anonymised Data only	Legitimate Interests

5.1 We will never use your personal data for purposes that are incompatible with those described in this policy without first informing you and, where required, obtaining your consent.

5.2 We do not sell, rent, or trade your personal data to any third party for their own marketing or commercial purposes.

6 SPECIAL CATEGORY (HEALTH) DATA

Because BLMDcare provides healthcare services, the majority of data we handle qualifies as Special Category Data; specifically health and medical information. This category of data receives heightened protection under the Zambia Data Protection Act No. 3 of 2021 and requires an additional condition to be met for lawful processing.

6.1 We process your health data on the basis of your explicit consent, given when you sign our Consent to Care form and this Privacy Policy acknowledgement. You have the right to withdraw this consent at any time, subject to the limitations described in Clause 4.1.

6.2 In addition to consent, we may process health data where it is necessary for the purposes of preventive or occupational medicine, the provision of health or social care services, or the management of health or social care systems, as provided for under Zambian data protection law.

6.3 We may also process health data without consent where: (a) it is necessary to protect your vital interests and you are physically or legally incapable of giving consent; or (b) we are required to do so by law (for example, in response to a court order or a mandatory notification to a public health authority).

6.4 Your health data will be:

- Collected only for the purposes described in this policy;
- Accessible only to staff who need it to deliver or oversee your care, or to comply with legal obligations;
- Stored in secure systems with access controls appropriate to the sensitivity of the data;
- Retained only for as long as is necessary or required by law (see Section 10); and
- Never used for commercial profiling, sold to insurers, or disclosed to your employer without your explicit written consent.

6.5 Where our Healthcare Professional observes or records information about your health during care delivery, that information forms part of your clinical record and is subject to all protections under this policy and applicable professional obligations.

Your health information will never be shared with your employer, insurer, family members (other than those you have authorised), or any other third party for commercial purposes, without your explicit knowledge written consent.

7 CHILDREN'S DATA

7.1 BLMDcare's Services may be provided to children (individuals under the age of 18 years) where a parent, legal guardian, or authorised representative has engaged our services on their behalf. In such cases, all consent for processing of the child's personal data will be obtained from the parent or guardian.

7.2 We will take particular care to process children's personal data; especially health data, in a way that is sensitive to their vulnerability and consistent with their best interests.

7.3 We will not process children's data for any marketing or promotional purpose without the explicit consent of a parent or guardian.

7.4 If you are a parent or guardian and believe we hold personal data about a child in your care that was collected without appropriate consent, please contact us immediately at blmdcare@gmail.com so we can rectify the situation.

7.5 Our website and social media content are not directed at children. We do not knowingly collect personal data from children via our digital channels without parental consent.

8 WHO WE SHARE YOUR DATA WITH

We share your personal data only where it is necessary and lawful to do so. The table below sets out the categories of recipients with whom we may share your data and the reason for doing so.

Recipient Category	Reason for Sharing
Healthcare Professionals assigned to your care	To enable them to provide the Services described in your Care Plan
Your treating physician, specialist, pharmacist, or hospital	To coordinate your care, share care notes, or receive referrals, only with your knowledge
Your nominated Next-of-Kin or Guarantor	To communicate care updates or billing information, as permitted by your consent
DPO or Mobile Money services (payment processor)	To process payments for our Services securely
Cloud storage and IT service providers	To store and manage our electronic records securely on our behalf
Background screening and vetting agencies	To verify the credentials of Healthcare Professionals only
Regulatory authorities (e.g., HPCZ, DDAPC)	Where required by law or professional obligation
Courts, law enforcement, or judicial authorities	Where required by a valid legal order or statutory duty
Emergency services (call 991)	In a life-threatening emergency, to protect your vital interests
Auditors or legal advisors	Where needed for legitimate business compliance or legal defence

8.1 We do not share your personal data with third parties for their own marketing or commercial purposes. We do not allow our data processors to use your data for any purpose other than those we have specified in our data processing agreements.

8.2 Where we engage third-party processors, we enter into written data processing agreements that require them to: process data only on our instructions; maintain appropriate security measures; not subcontract without our consent; and assist us in fulfilling our obligations under data protection law.

8.3 If we are involved in a business merger, acquisition, or restructuring, your personal data may be transferred to the new entity as part of that transaction. We will notify you in advance of any such transfer and your rights will continue to be protected.

9 INTERNATIONAL DATA TRANSFERS

9.1 BLMDcare is based in Zambia and primarily processes personal data within Zambia. However, some of our third-party service providers (such as cloud hosting platforms or the DPO payment platform) may process or store data in countries outside Zambia.

9.2 Where personal data is transferred outside Zambia, we will only do so where:

- The destination country provides an adequate level of data protection as recognised under Zambian law;
- We have put in place appropriate safeguards, such as standard contractual clauses or binding commitments that ensure the data is protected to a standard equivalent to Zambian law; or
- One of the permitted exceptions under the Zambia Data Protection Act applies, such as your explicit consent or the transfer being necessary for the performance of a contract to which you are a party.

9.3 You may request details of the safeguards we have in place for any international transfer by contacting us at blmdcare@gmail.com

10 HOW LONG WE KEEP YOUR DATA

We retain personal data only for as long as is necessary for the purposes for which it was collected, or as required by applicable law or professional regulation. The table below sets out our standard retention periods.

Category of Data	Retention Period
Health and clinical records (adults)	A minimum of 7 years after last care, or until the individual's 25th birthday if care was provided during childhood, in line with HPCZ guidance and Zambian healthcare best practice. And for as long as the patient may be in need of care.
Health and clinical records (children)	Until the individual's 25th birthday, or 8 years after the last treatment if they turn 25 before that period expires
Financial and billing records	7 years from the date of the relevant transaction, in line with Zambian tax and financial record-keeping obligations
Communication and correspondence records	2 years from the date of last communication, unless the content relates to an ongoing care matter or legal claim
Care Agreement and contractual documents	7 years after the end of the Care Agreement
Marketing preferences and consent records	Until you withdraw consent or 3 years after last engagement, whichever is earlier

Staff and Healthcare Professional records	7 years after employment or contractual engagement ends, or longer if required by professional regulation
Website and technical usage data	Up to 12 months, unless required for longer in connection with a security incident or legal matter

10.1 Where data is no longer needed, we will securely delete or anonymise it in accordance with our data disposal procedures. Anonymised data, which can no longer be linked to you, may be retained indefinitely for service improvement and research purposes.

10.2 In some circumstances, we may retain your personal data for longer than the periods above; for example, if it is needed in connection with an ongoing legal claim, a regulatory investigation, or a complaint. We will notify you if this is the case.

11 YOUR RIGHTS

Under the Zambia Data Protection Act No. 3 of 2021, you have a number of rights in relation to your personal data. We have described each right below, together with how to exercise it and any important limitations.

Right of Access

11.1 You have the right to request a copy of the personal data we hold about you (sometimes called a Subject Access Request or SAR). We will provide this free of charge and within 30 days of receiving your request, unless the request is complex or we receive multiple requests, in which case we may extend this by a further 30 days with notice.

Right to Rectification

11.2 You have the right to ask us to correct any inaccurate or incomplete personal data we hold about you. Where we are satisfied that a correction is warranted, we will make it without undue delay and, where appropriate, notify any third parties to whom the data has been disclosed.

Right to Erasure ('Right to be Forgotten')

11.3 You have the right to ask us to delete your personal data in certain circumstances, including where: it is no longer necessary for the purpose for which it was collected; you have withdrawn your consent and there is no other lawful basis for processing; you have objected to processing and your interests override ours; or the data has been unlawfully processed. This right is not absolute. We may be required to retain data for legal or regulatory reasons (for example, mandatory retention of clinical records), in which case we will inform you of the reason we are unable to erase the data.

Right to Restriction of Processing

11.4 You have the right to ask us to restrict the processing of your personal data in certain circumstances; for example, if you have contested the accuracy of your data while we verify it, or if you need us to retain data for the establishment or defence of a legal claim even though we would otherwise delete it.

Right to Data Portability

11.5 Where we process your data based on your consent or on the basis of a contract, and the processing is carried out by automated means, you have the right to receive your personal data in a structured, commonly used, machine-readable format, and to request that we transmit it directly to another controller where technically feasible.

Right to Object

11.6 You have the right to object to the processing of your personal data where we rely on legitimate interests as our legal basis. We will stop processing unless we can demonstrate compelling legitimate grounds that override your rights, or the processing is necessary for a legal claim. You have an absolute right to object to processing for direct marketing purposes, and we will always honour this immediately.

Rights Related to Automated Decision-Making

11.7 You have the right not to be subject to a decision based solely on automated processing; including profiling, that produces legal or similarly significant effects on you. BLMDcare does not currently use automated decision-making that produces such effects. If this changes, we will inform you and ensure appropriate safeguards are in place.

How to Exercise Your Rights

11.8 To exercise any of the rights above, please contact us in writing at:

Email: blmdcare@gmail.com

WhatsApp: +260 978906404

Subject line: 'Data Rights Request'

11.9 We will acknowledge your request within 5 business days and aim to respond in full within 30 days. We may ask you to verify your identity before processing your request. We will not charge a fee for handling rights requests unless they are manifestly unfounded or excessive, in which case we may charge a reasonable administrative fee or decline to respond, with reasons given.

12 COOKIES, DIGITAL CHANNELS, AND MARKETING

Cookies and Website Usage

12.1 Our website (blmdcare.com) uses cookies; small text files placed on your device, to help us understand how visitors use the site and to improve the experience for future visitors. We use the following types of cookies:

- **Strictly Necessary:** Strictly Necessary Cookies: essential for the website to function. These cannot be disabled.
- **Analytics:** Analytics Cookies: help us understand visitor behaviour (e.g., pages visited, time spent). Collected data is aggregated and anonymised. You may opt out.
- **Preference:** Preference Cookies: remember your settings and preferences across visits.
- **Marketing:** Marketing Cookies: track your activity across websites to deliver relevant advertisements. We will only use these with your consent.

12.2 When you first visit our website, you will be asked to accept or decline non-essential cookies via a consent banner. You may withdraw or change your cookie preferences at any time by adjusting your browser settings or contacting us.

Social Media Platforms

12.3 BLMDcare operates social media pages on Facebook and TikTok. When you interact with our pages; by liking, commenting, following, or messaging us, those platforms collect data about you in accordance with their own privacy policies. BLMDcare has limited control over how those platforms process your data.

12.4 We use social media analytics tools (such as Meta Business Suite insights) to understand how our content performs. This data is aggregated and does not identify you individually. We do not use social media data to make decisions about your care.

WhatsApp Business

12.5 We use WhatsApp Business to communicate with Customers and prospects. Messages sent via WhatsApp are encrypted end-to-end by WhatsApp. We retain records of WhatsApp communications in accordance with our retention schedule in Section 10. If you do not wish to communicate via WhatsApp, please let us know and we will accommodate an alternative channel.

Marketing Communications

12.6 We send marketing and educational communications; including our Wednesday Wellness Series, only to individuals who have opted in by providing their contact details and consenting to receive such communications.

12.7 You may unsubscribe from marketing communications at any time by:

- Clicking the unsubscribe link in any marketing email;
- Messaging us on WhatsApp to opt out; or
- Emailing blmdcare@gmail.com with the subject line 'Unsubscribe'.

12.8 Unsubscribing from marketing communications does not affect communications that are necessary for the delivery of your Services, such as appointment reminders or billing notices.

13 DATA SECURITY

13.1 We take the security of your personal data seriously. We have implemented a range of technical and organisational measures to protect your data against unauthorised access, accidental loss, alteration, disclosure, or destruction. These measures include:

- Encryption of electronic records containing sensitive personal data;
- Password protection and access controls on all systems holding personal data, with access limited to authorised staff only;
- Secure and encrypted communication channels for the transmission of health and financial data;
- Physical security measures for any paper-based records;
- Staff training on data protection obligations and secure handling of personal data;
- Regular review of our data security practices; and
- Data processing agreements with all third-party processors requiring equivalent security standards.

13.2 Despite our best efforts, no data transmission or storage system is entirely secure. If you have reason to believe that your interaction with us is no longer secure, please notify us immediately at blmdcare@gmail.com

13.3 In the event of a personal data breach that is likely to result in a risk to your rights and freedoms, we will notify the Data Protection Authority of Zambia (DDAPC) within 72 hours of becoming aware of the breach, where required by law. Where the breach is likely to result in a high risk to your rights and freedoms, we will also notify you directly without undue delay, describing the nature of the breach, the likely consequences, and the measures we have taken or propose to take in response.

13.4 You also have a role to play in keeping your data secure. Please keep your contact details with us up to date, do not share your care-related communications with unauthorised third parties, and notify us immediately if you believe your account or any communication with us has been compromised.

14 CHANGES TO THIS POLICY

14.1 We review and update this Privacy Policy periodically to reflect changes in our practices, applicable law, or guidance from the DDAPC. The effective date at the top of this policy shows when it was last updated.

14.2 Where we make material changes to this policy, we will notify you by email or WhatsApp message at least 14 days before the changes take effect. For minor changes (such as corrections or clarifications), we will update the policy on our website without prior notice.

14.3 We encourage you to review this policy periodically. Continued use of our Services after any change takes effect constitutes acceptance of the updated policy.

15 HOW TO CONTACT US AND HOW TO COMPLAIN

Contacting Us

15.1 If you have any questions about this Privacy Policy, wish to exercise your data rights, or want to raise a concern about how we handle your personal data, please contact us using the details below. We will acknowledge your contact within 5 business days.

BLMDcare — Data Privacy Contact

Email: blmdcare@gmail.com

WhatsApp: +260 978906404

Subject Line: 'Privacy Enquiry' or 'Data Rights Request'

PACRA Reg. No. 320261062140 | Lusaka, Zambia

How to Complain

15.2 We take all privacy concerns seriously and ask that you contact us first so we have the opportunity to resolve your concern. However, if you are not satisfied with our response, or if you believe we have processed your personal data unlawfully, you have the right to lodge a complaint with the Data Protection Authority of Zambia (DDAPC), which is the supervisory authority for data protection in Zambia.

Data Protection Authority of Zambia (DDAPC)

Website: www.ddapc.gov.zm

Lusaka, Zambia

15.3 Lodging a complaint with the DDAPC does not affect your right to seek a judicial remedy. You may also approach the courts of Zambia in relation to any alleged infringement of your rights under the Data Protection Act.

FREQUENTLY ASKED QUESTIONS

We understand that privacy policies can sometimes feel difficult to navigate. Below are the questions we are most commonly asked. If you have a question that is not answered here, please contact us, we are always happy to explain.

1. What personal data does BLMDcare collect about me?

We collect information you give us directly; such as your name, contact details, and health history, as well as data from your treating doctors or family members where relevant to your care. We also collect limited technical data (like your IP address) when you visit our website. A full breakdown is in Section 2.

2. Why do you need my health information?

Health information is essential for us to deliver safe, personalised care. Without knowing your medical history, medications, allergies, and current health status, our Healthcare Professionals cannot perform clinical assessments, develop an appropriate Care Plan, or respond correctly in an emergency.

3. Who can see my health information within BLMDcare?

Only staff members who need your health information to deliver or oversee your care will have access to it. This includes your assigned Healthcare Professional, their supervisor, and your Care Coordinator. Access is controlled, logged, and reviewed. Other BLMDcare staff; including administrative or marketing staff, do not have access to clinical records.

4. Will you share my information with my family?

We will only share your health or personal information with family members if you have explicitly authorised us to do so, or where you are incapacitated and it is necessary to protect your vital interests. We will never share your information with family members as a matter of course without your consent.

5. Will my employer or insurer find out about my health?

No. We will never share your health information with your employer or insurer without your explicit written consent. The only exceptions are if we are required to do so by a valid court order or statutory duty — and we would notify you of this where legally permitted.

6. Can I see what information BLMDcare holds about me?

Yes. You have the right to request a copy of all the personal data we hold about you, this is called a Subject Access Request (SAR). Email us at blmdcare@gmail.com with the subject line 'Data Rights Request'. We will respond within 30 days. There is no charge for this unless requests are excessive or repetitive.

7. Can I ask you to delete my information?

Yes, in many cases. You can ask us to delete your personal data and we will do so unless we are required by law or professional regulation to retain it. For example, clinical health records must be kept for at least 7 years under HPCZ guidance and Zambian healthcare best practice. We will always explain clearly what we can and cannot delete, and why.

8. Can I ask you to correct wrong information?

Absolutely, and we encourage you to do so. If any information we hold about you is inaccurate or out of date, please contact your Care Coordinator or email us at blmdcare@gmail.com. Accurate information is essential for safe care delivery.

9. Do you use my data for marketing?

We only send marketing and educational communications; including our Wednesday Wellness Series, to people who have opted in. We will never send you marketing materials without your consent, and you can unsubscribe at any time by emailing blmdcare@gmail.com messaging us on WhatsApp.

10. Is my WhatsApp conversation with BLMDcare private?

WhatsApp Business messages are encrypted end-to-end by WhatsApp. We do retain records of our communications with you as part of our standard record-keeping obligations, these records are stored securely and subject to our retention schedule. If you are not comfortable communicating via WhatsApp, please let us know and we will arrange an alternative.

11. Do you use cookies on your website?

Yes. We use strictly necessary cookies to make our website function, and we may use analytics and marketing cookies with your consent. You will be asked to accept or decline non-essential cookies when you first visit our site, and you can change your preferences at any time. See Section 12 for full details.

12. Is my data stored outside Zambia?

Some of our service providers (such as cloud storage platforms or DPO) may process or store data outside Zambia. Where this happens, we ensure that appropriate safeguards are in place, such as contractual protections requiring the data to be treated to the same standard as under Zambian law. You can request details of any such transfer by contacting us.

13. How long do you keep my data?

Retention periods vary by data type. Health records are kept for a minimum of 7 years (or until age 25 for records created during childhood). Financial records are kept for 7 years. Marketing consent

records are held until you withdraw consent or for 3 years after last engagement. Full retention periods are set out in Section 10.

14. What happens to my data if I stop using BLMDcare?

Your data will be retained for the minimum periods required by law and professional regulation, after which it will be securely deleted or anonymised. You remain entitled to exercise your data rights (such as requesting access or erasure of non-mandatory data) at any time, even after your Care Agreement has ended.

15. What do I do if I think my data has been misused?

Please contact us immediately at blmdcare@gmail.com We will investigate and respond within 5 business days. If you are not satisfied with our response, you may escalate the matter to the Data Protection Authority of Zambia (DDAPC) at www.ddapc.gov.zm.

16. What if my child is the patient?

Where we provide Services to a child, all consent for data processing is obtained from the parent or legal guardian. We take additional care with children's data and will never use it for marketing. If you are a parent and have concerns about data we may hold about your child, please contact us straight away.

BLMDcare

BEINGLAZYMD CARE ENTERPRISE

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