

Privacy Policy

When you utilize Bhutan Telecom Limited services and its applications, you entrust us with your valuable personal information. This Privacy Policy aims to elucidate the data we collect, its purpose, and our procedures thereafter. It also delineates how and when we may modify this Policy and provides avenues for inquiries or comments. Your attention to this policy is important.

In our provision of services, including content creation on platforms such as our website, blog, and mobile apps, we gather data to enhance relevance and quality. We strive for transparency regarding the use of your information and offer guidance on safeguarding your privacy.

Information Collection:

- We collect your mobile number upon logging into our platforms or using our mobile apps for authentication purposes.

Methods of Collection:

- Your information and device details are collected during interactions with our services or third-party services through our platforms.

Information Provided:

- Upon signing up for a B-Mobile account, we may request personal details like your name, address, and contact information.

Usage Information:

- Logs of your interactions with our services, such as frequently used features, are automatically collected for service enhancement.

Information Usage:

- We utilize collected data to improve service quality, personalize user experiences, and protect both our company and subscribers.

Information Protection:

- We prioritize information security and seek consent before utilizing data for purposes beyond this policy. Personal information is not shared unless mandated by law or with explicit consent.

Cookie Usage:

- We do not utilize cookies for tracking, particularly for storing personal passwords.

Third-party Disclosure:

- We do not trade or disclose Personally Identifiable Information to external entities.

Third-party Links and Advertisements:

- Our platforms do not include third-party products or services, and we adhere to Google's Advertising Principles for any potential ad placements.

(Information, Communications and Media Act of Bhutan 2018/ICM Act 2018)-Children Online Privacy Protection Compliance:

- We do not target children under **18 years** of age for data collection.

Fair Information Practices:

- We adhere to Fair Information Practices principles and pledge prompt notification and remedial actions in case of data breaches.

Privacy Policy Changes:

- Any alterations to this policy will be communicated to users, ensuring transparency and preserving user rights.