

December 2025

When Healthcare Meets Big Data

Telemedicine Web-Platforms Network Analysis

A Working Paper

Working Paper

When Healthcare Meets Big Data: Telemedicine Web-Platforms Technical Analysis

December 2025

The Centre for Health Equity, Law & Policy is a research, knowledge production and advocacy forum, which works on law & policy issues related to health, embedding its work in the right to health as envisaged within India's constitutional framework and her international commitments.

Author:

Arnav Mahurkar, with contributions from Faisal Manzar

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Contact Information

contact@c-help.org

Centre for Health Equity, Law & Policy

Indian Law Society

Law College Road

Pune 411004

Maharashtra, India

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I. Introduction

I.I. Objective of the Analysis. The goal of this study is to review practices for data collection and data sharing with third parties in telemedicine applications. For this purpose, we studied the user journey and network activity of these telemedicine applications.

I.II. Applications. The following telemedicine applications were analysed in this study.

#	Applications	Features Analysed
1.	Practo	Doctors' consultation Medicine Orders, Diagnostic Orders.
2.	Lybrate	Doctor's consultation
3.	Apollo	Doctor's Consultation, Medicine Orders, Diagnostic Orders
4.	PharmEasy	Doctor's Consultation, Medicine Orders, Diagnostic Orders
5.	eSanjeevani	Doctor's Consultation
6.	Netmeds	Medicine Orders, Diagnostic Orders.
7.	TataImg	Doctor's Consultation, Medicine Orders, Diagnostic Orders
8.	MediBuddy	Doctor's Consultation, Medicine Orders, Diagnostic Orders
9.	MedPlusMart	Doctor's Consultation, Medicine Orders, Diagnostic Orders

Table. Overview

I.III.Methodology

3.1 Analysis for Web Applications. We identified third party trackers using the intercepting environment on HTTPToolkit. In some cases, Github Copilot was used for breaking down the requests to break down code into readable language.

- 1) HttpToolkit:** This tool allows for intercepting and viewing network traffic(requests and responses). It is open source(free) and cross platform(available across multiple operating systems). Several blogs¹ recommend Http Toolkit for network analysis.
- 2) Github CoPilot:** This tool breaks down the code into natural language using artificial intelligence. This tool was helpful for understanding the variable nomenclature in the code, and what data was being shared.

I.IV. User Journeys. In carrying out the analysis, data collection was done at each step in the user navigation for its respective features (booking a doctor's

¹ <https://blog.usro.net/2024/10/fiddler-like-tools-for-windows-top-alternatives-for-network-analysis-and-debugging/> and <https://inside.caratlane.com/http-toolkit-your-gateway-to-effortless-network-analysis-5d7076176e66>

consultation, buying a medicine, and booking a diagnostic (laboratory test or imaging investigations). It's important to note that not all applications offered all of these features, so user navigation was limited to the features that were accessible in each case.

As highlighted in the figure, two types of user journeys are possible in telemedicine applications: guest user journeys and logged in user journeys. In this analysis, we mostly logged in at the beginning of the journey. This choice was made to check whether any login information was being shared with third parties.

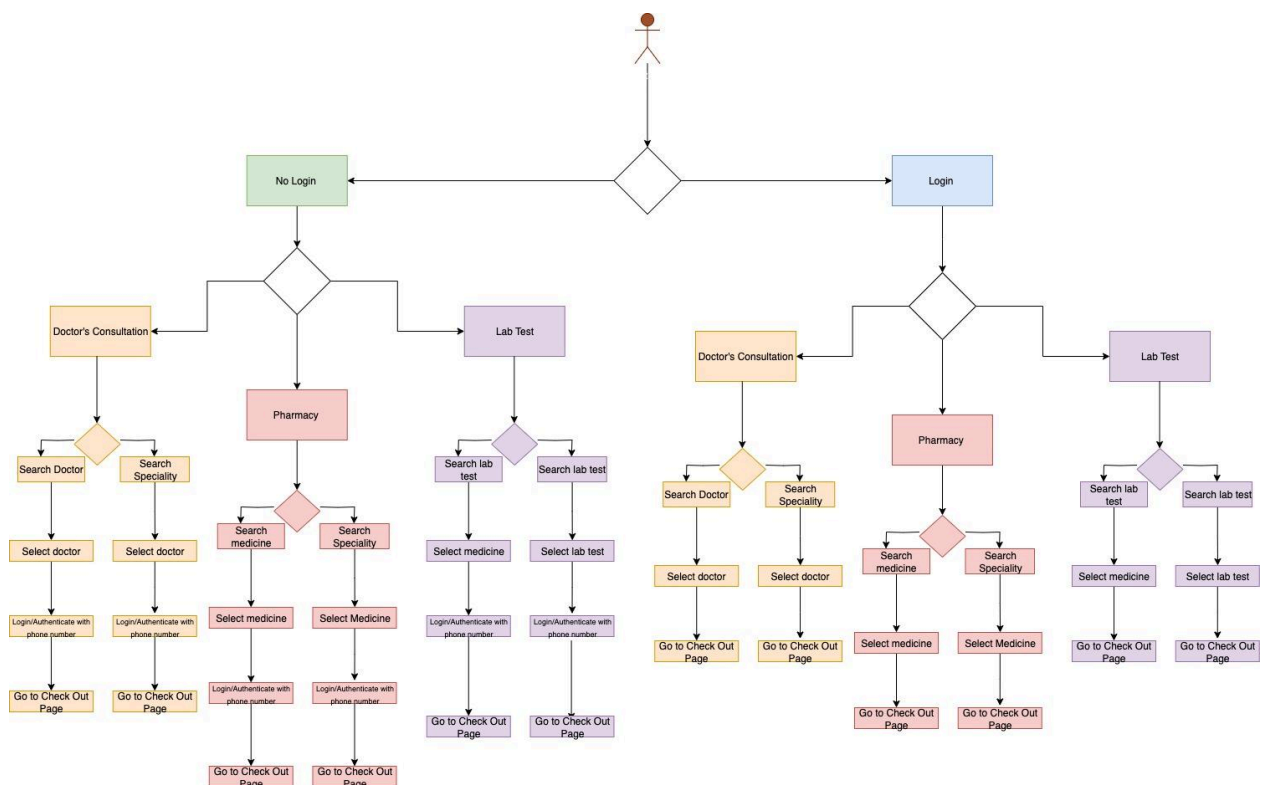


Fig. 1 Telemedicine App User journeys

Guest:

Doctor's Consultation

- Search doctor
- Login prompt (for authentication)
- Authenticate (with phone number)
- Checkout

Pharmacy

- Search medicine
- Login prompt (for authentication)
- Authenticate (with phone number)
- Checkout

Diagnostics (Lab Test)

- Search lab test
- Login prompt (for authentication)
- Authenticate (with phone number)
- Checkout

Logged In:

Doctor's Consultation

- Search doctor
- Select doctor
- Checkout

Pharmacy

- Search medicine
- Select medicine
- Checkout

Diagnostics (Lab Test)

- Search lab test
- Select lab test
- Checkout

I.V. Analysis Format

For our analysis, we followed the following steps:

3.3.1 Name of the web application and date of analysis

We identified the name of the specific application. Along with this information, the date of the analysis is mentioned.

3.3.2 Third-Party Trackers

We used intercepting tools to detect third-party trackers embedded in the application. While both cookies and trackers were present, our analysis focused specifically on real-time information sharing with third-party services triggered by

user actions, which we could observe through outbound network requests.

Distinguishing Cookies from Trackers

Although cookies are technically a type of tracking technology, we distinguish between them for analytical purposes:

Cookies are small data files stored persistently in the user's web browser. They remain accessible across multiple visits to the same site or even across different websites. Cookies typically store information such as:

- User login status
- Language and regional preferences
- Shopping cart contents
- Browsing history and site activity patterns

Trackers are event-driven data collection mechanisms that operate in real-time as users interact with the application. They capture and transmit data immediately when users perform specific actions, including:

- Button clicks and form submissions
- Page navigation and scrolling behavior
- Video playback and media interactions
- Mouse movements and engagement patterns

We focused on tracker analysis because it offers distinct technical advantages over cookie examination. Trackers generate observable network requests that can be monitored directly through traffic analysis tools, making them easier to detect and categorize without requiring browser storage inspection or complex session state analysis.

3.3.3 Permissions Requested

We reviewed the permissions requested and evaluated whether they aligned with the purposes of the application.

3.3.4 Data Collection Consent Banner

We checked for the presence of a banner asking for consent from users for data collection.

3.3.5 Main Domain Where Data Is Sent

We looked up the domain receiving the data to assess data flow.

3.4 Limitations of Methodology. This analysis is restricted to frontend activity and the documented journey. Our limitations include:

- 1) Inability to look at activity at the backend and software development kit level.
- 2) Limited accuracy of variable interpretation. As we use Github CoPilot to interpret complex JavaScript code in some cases, it is possible that some of the variables have a different meaning.
- 3) Inability to see personal data shared post-payment, as we ended the user navigation prior to payment.

II. Web Platforms Analysis

II.I MedPlusMart Web Platforms Analysis

Name of Website

Website: MedPlusMart.com

II.I.I Permissions, Data Collection Consent Banner, Comments on Timing of Notice and Affirmative Action, Trackers Found

Permissions Sought

1. Permission is sought to show notifications.

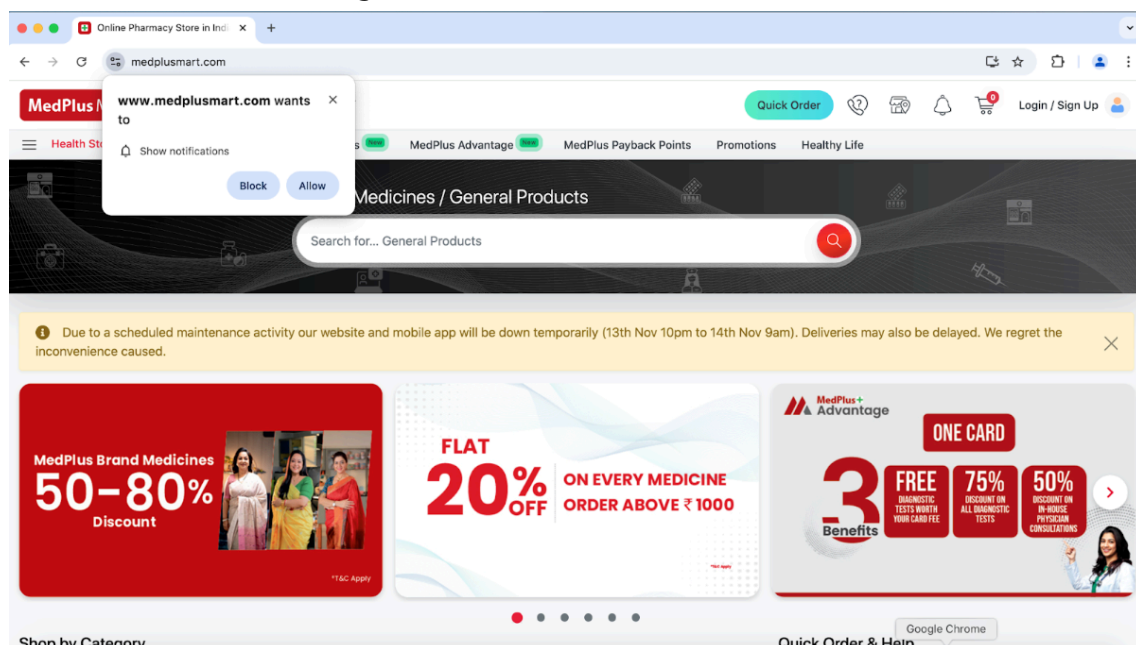


Fig 2. Notification Permission

Data collection consent banner

No data collection consent banner is displayed to inform users of third-party data collection.

Privacy Policy

The privacy policy was present in the footer. There was no reference to it in the login/sign up form.

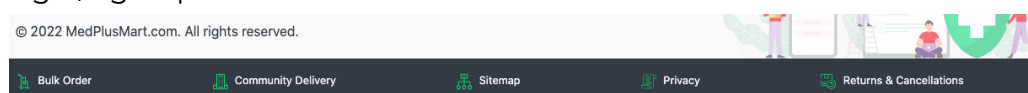


Fig 3. Privacy Policy Location in Footer

Comments on Timing of Notice & Consent Being an Affirmative Action

1. Timing of Notice: Privacy policy is present in footer, but it is not being shown to the user where personal data is collected i.e. at the time of registration indicates that the notice is not timely.
2. Affirmative Action: There is no checkbox or explicit consent mechanism presented at the point of data collection. This means the data collection process lacks affirmative consent.

Third Party Domains with Which Data is Shared

#	Name of Third Party
1	Google
2	Unpkg`
3	Bing
4	MS Clarity
5	GoogleAPIs
6	Yahoo Analytics
7	Facebook
8	GoogleTagManager
9	DoubleClick
10	Artfut
11	DoubleClick
12	GoogleAdServices

Table. Overview of Third Parties.

II.I.II MedPlusMart Doctor's Consultation

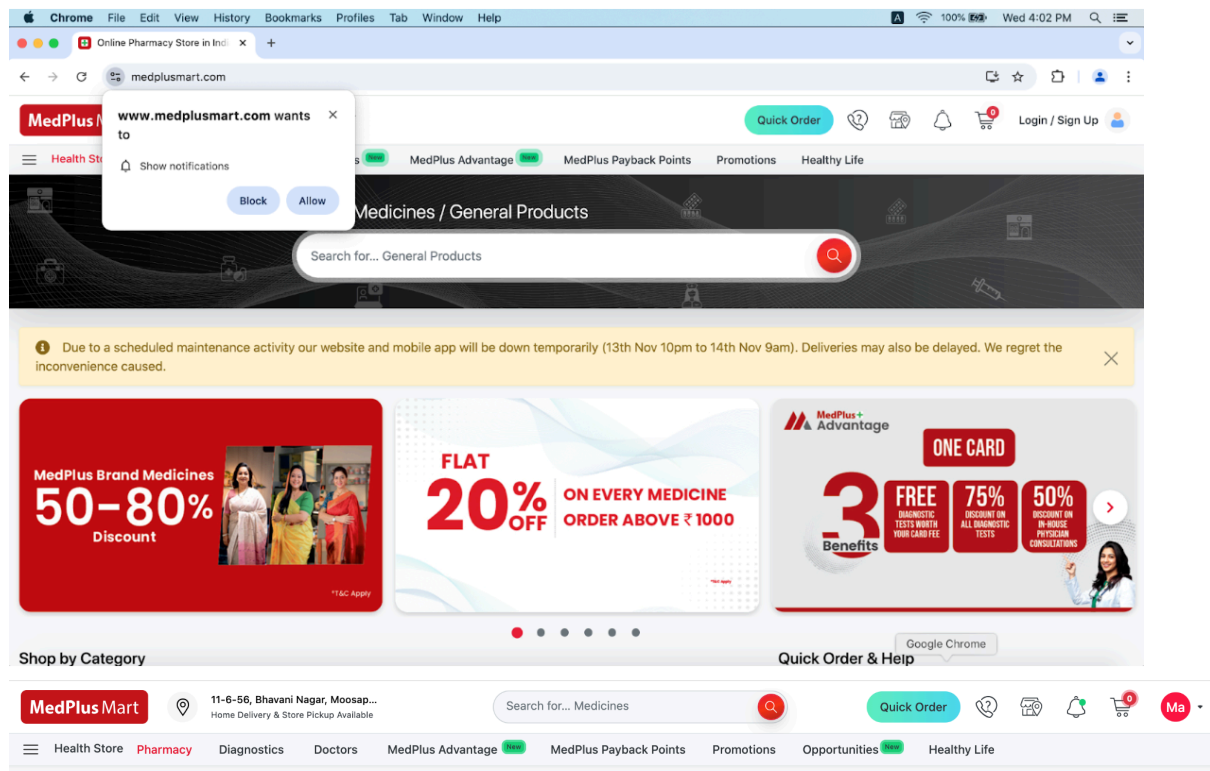


Fig. 4. MedPlusMart Home Screen/Landing Screen

We see the homepage of MedPlusMart.com upon entering the website URL. To go to the doctor consultation page, we clicked on 'Doctors' on the navigation bar.

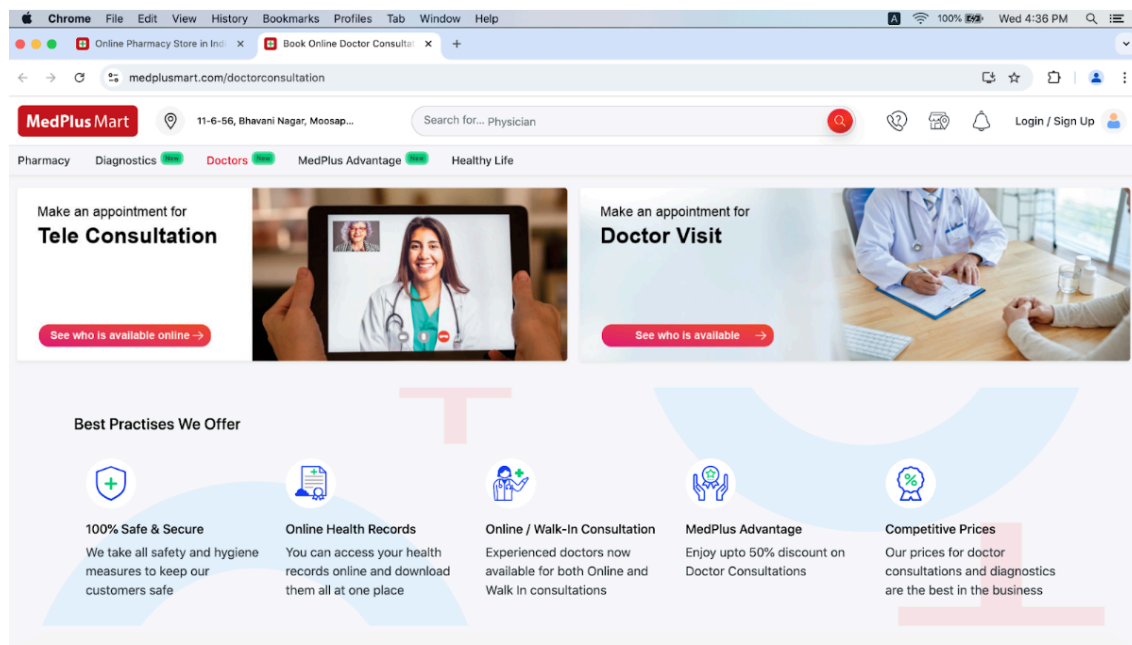


Fig 5. MedPlusMart Doctor Consultation Screen

On clicking 'Doctors', we were taken to this page where a selection can be made for a teleconsultation or an in-person doctor visit. Here, 'Teleconsultation' was selected.

The page URL containing information that the user is viewing 'doctor consultation' is shared with:

- Google Ad Services
- DoubleClick

```
https://www.googleadservices.com/pagead/conversion/378943744/?random=1731496488527&cv=11&fst=1731496488527&bg=ffffff&guid=ON&async=1&gtm=45be4b70z878434112za201zb78434112&gcd=131313131111&dma=0&tag_exp=101823848~101925629~102077854&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.MedPlusMart.com%2Fdoctorconsultation%2Fdoctors%2Fonline_consultation&ref=https%3A%2F%2Fwww.MedPlusMart.com%2Fdoctorconsultation&label=6puACPa-qZECEIDy2LQB&hn=www.googleadservices.com&frm=0&tiba=MedPlusMart.com%20%7C%20Online%20Consultation&value=0&bttype=purchase&npa=0&pscdl=noapi&auid=1959291902.1731493922&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&fledge=1&capi=1&rfmt=3&fmt=4
```

```
https://td.doubleclick.net/td/rul/378943744?random=1731496488527&cv=11&fst=1731496488527&fmt=3&bg=ffffff&guid=ON&async=1&gtm=45be4b70z878434112za201zb78434112&gcd=131313131111&dma=0&tag_exp=101823848~101925629~102077854&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.MedPlusMart.com%2Fdoctorconsultation%2Fdoctors%2Fonline_consultation&ref=https%3A%2F%2Fwww.MedPlusMart.com%2Fdoctorconsultation&label=6puACPa-qZECEIDy2LQB&hn=www.googleadservices.com&frm=0&tiba=MedPlusMart.com%20%7C%20Online%20Consultation&value=0&bttype=purchase&npa=0&pscdl=noapi&auid=1959291902.1731493922&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&fledge=1&capi=1&ct_cookie_present=0
```

```
https://googleads.g.doubleclick.net/pagead/viewthroughconversion/378943744/?random=620673723&cv=11&fst=1731496488527&bg=ffffff&guid=ON&async=1&gtm=45be4b70z878434112za201zb78434112&gcd=131313131111&dma=0&tag_exp=101823848~101925629~102077854&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.MedPlusMart.com%2Fdoctorconsultation%2Fdoctors%2Fonline_consultation&ref=https%3A%2F%2Fwww.MedPlusMart.com%2Fdoctorconsultation&label=6puACPa-qZECEIDy2LQB&hn=www.googleadservices.com&frm=0&tiba=MedPlusMart.com%20%7C%20Online%20Consultation&value=0&npa=0&pscdl=noapi&auid=1959291902.1731493922&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&fledge=1&capi=1&fmt=3&ct_cookie_present=false&crd=CLHBsQIIIsMGxAgI5wbECCLHDsQIIIsWxAgjCybECCOvGsQIIIo8WxAgjTxbECCXGsQIIaQFAAUosZXZlbnQtc291cmNlLCB0cmNlZ2VyLCBub3QtbmF2aWdhZGlvbilzb3VyY2ViBAoCAGM&eitems=ChEIgLnRuQYQ8YHH0OzC4uDgARIdAH10If8M1pbossK20aCOPqZ9YsuzoVXn8Dpfw3I&pscrd=COOs4en1zabQCiiTCM6vjYmX2YkDFVWlZgIdHho17DICCAMyAggEMgIIBzICCAgyAggJMgIICjICCAIyAggLMgIIFTICCB8yAggTMgIIEkJXQ2hFSWdMblJ1UVlRazUtZnZMX2ZzNnJ6QVJJc0FJOGpuTGURmkxZGV6Y3FXZjVwbmdkcXoxVTV2OGh2cm9yWmFQZWMM0bVNEODkzRElGV0dfcHpSenBz
```

Findings: GoogleAds and Doubleclick receive information that the user has navigated to the 'doctor consultation' page.

Logging in for Proceeding to the Book Appointment page.

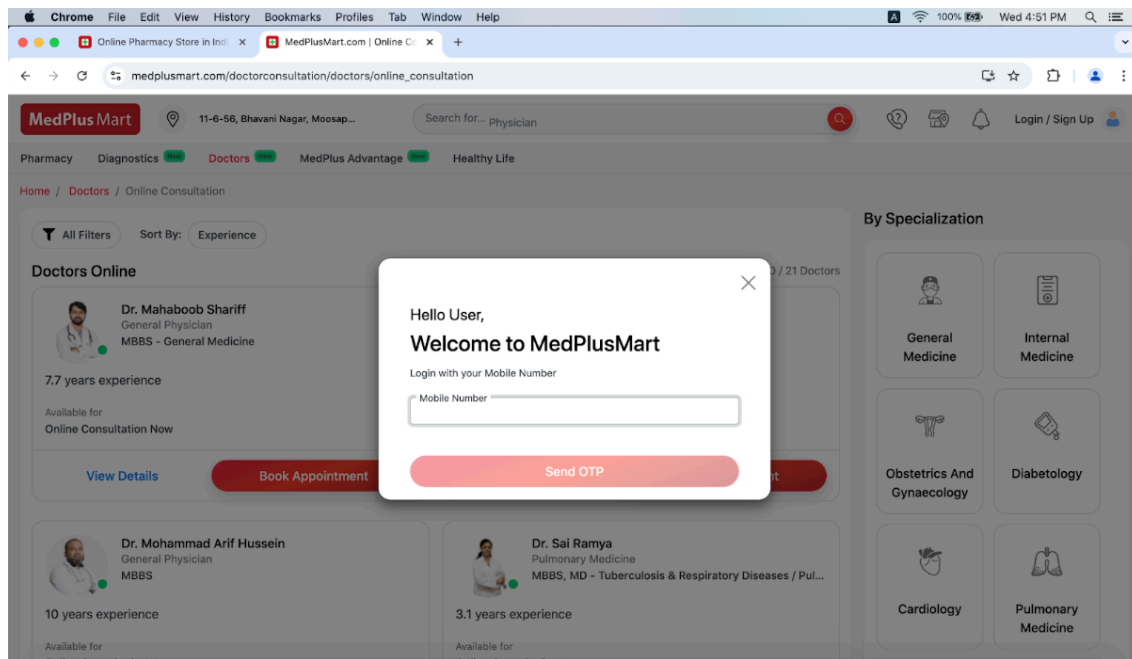


Fig. 6. MedPlusMart Login Screen

Upon clicking on the name of the doctor, the user is required to authenticate using the OTP received on the mobile number.

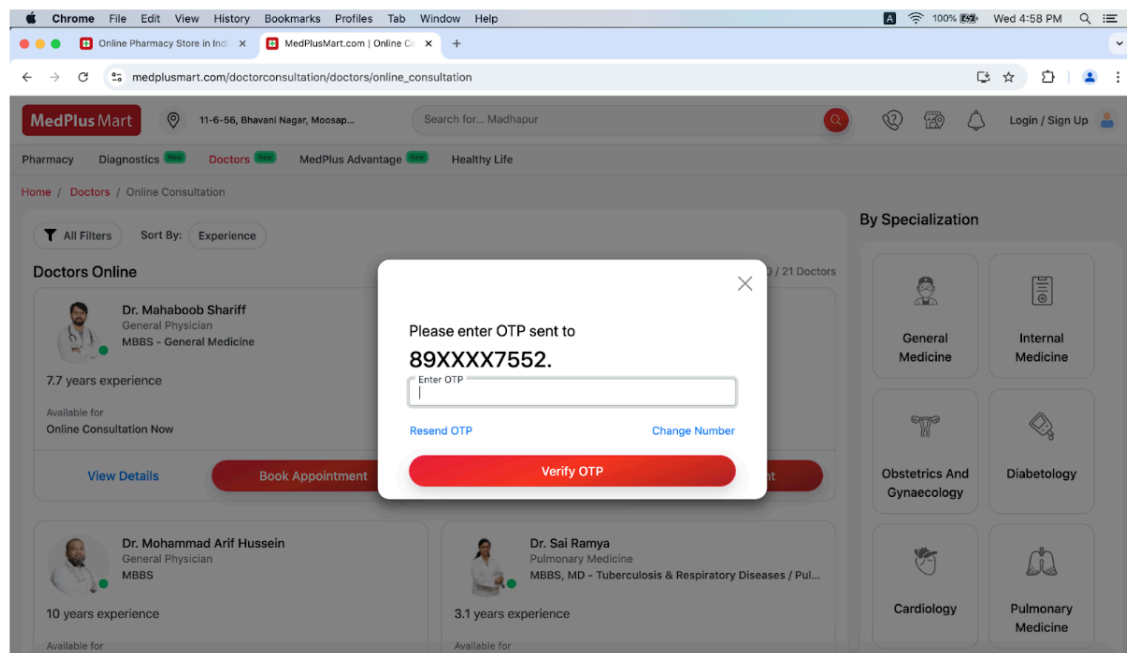


Fig. 7. MedPlusMart OTP Verification Screen

The OTP verification of the user takes place on this screen.

The page URL containing information that the user is viewing 'doctor consultation' is shared with Google Analytics.

```
https://analytics.google.com/g/collect?v=2&tid=G-N5L9BWMNKD&gtm=45je4b70v878155885z878434112za200zb78434112&p=1731496487577&_gclid=131313131111&nps=0&dma=0&tag_exp=101823848~101925629~102077855&cid=1846952589.1731493924&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&s=3&sid=1731493923&sct=1&seg=1&dl=https%3A%2F%2Fwww.MedPlusMart.com%2Fdoctorconsultation%2Fdoctors%2Fonline_consultation&dr=https%3A%2F%2Fwww.MedPlusMart.com%2Fdoctorconsultation&dt=MedPlusMart.com%20%7C%20Online%20Consultation&en=GA4%20-%20Login%20SendOTP&_et=23807&tfd=675602
```

At the time of signing up, Google Analytics also receives information that the user has navigated to the doctor consultation page.

The screenshot displays the MedPlusMart Patient Selection Page. At the top, there's a navigation bar with 'Online Pharmacy Store in India' and 'Checkout - MedPlusMart-Doctor'. The main content area is divided into two columns. The left column shows 'Doctor Details' for Dr. Mahaboob Shariff, a General Physician with MBBS in General Medicine, and a consultation fee of ₹500.00. The right column shows 'Appointment Charges' with a consultation fee of ₹500.00 and a total amount to be paid of ₹500.00. A 'Select Patient' modal is open in the center, featuring a search bar with 'N' and 'Male' selected, and a 'Save & Continue' button. The background shows a calendar for 14 Nov (Tomorrow) and 15 Nov (Friday), and a grid of time slots for Morning appointments.

Fig. 8. MedPlusMart Patient Selection Page.

On this page, we select the patient. This is a separate step as one account can be associated with multiple patients on the web application. However, we only have one patient associated with the account.

11-6-56, Bhavani Nagar, Moosapet, Hyderabad, B... Change

1 Schedule Consultation 2 Review & Payment

RN - 93739
Dr. Mahaboob Shariff
 General Physician
 MBBS - General Medicine
 ₹500.00

Buy MedPlus Advantage & Get Consultation For ₹250.00

Online Consultation (Select Date & Time)

← 27 Jan Today 28 Jan Tomorrow 29 Jan Wednesday 30 Jan Thursday 31 Jan Friday →

Morning

09:15 AM - 09:30 AM	09:30 AM - 09:45 AM	09:45 AM - 10:00 AM
10:00 AM - 10:15 AM	10:15 AM - 10:30 AM	10:30 AM - 10:45 AM
10:45 AM - 11:00 AM	11:00 AM - 11:15 AM	11:15 AM - 11:30 AM
11:30 AM - 11:45 AM	11:45 AM - 12:00 PM	

Back Confirm & Proceed

Fig. 9. MedPlusMart Scheduling Page

After selecting the patient, all available slots for the doctor for consultation are displayed.

No third party data is shared here.

Online Pharmacy Store in India | Checkout - MedPlusMart-Doctor Consultation

medplusmart.com/doctorconsultation/schedule-consultation

Plus Mart

11-6-56, Bhavani Nagar, Moosapet, Hyderabad, B... Change

1 Schedule Consultation 2 Review & Payment

Selected Patient

31 years / Male / Dr. Mahaboob Shariff Change

Appointment Charges

Consultation Fees	₹500.00
Total Amount to be Paid	₹500.00

Doctor Details

RN - 93739
Dr. Mahaboob Shariff
 General Physician
 MBBS - General Medicine
 ₹500.00

Buy MedPlus Advantage & Get Consultation For ₹250.00

Online Consultation (Select Date & Time)

← 14 Nov Tomorrow 15 Nov Friday 16 Nov Saturday 18 Nov Monday 19 Nov Tuesday →

Morning

10:00 AM - 10:15 AM	10:15 AM - 10:30 AM	10:30 AM - 10:45 AM
---------------------	---------------------	---------------------

Back Confirm & Proceed

Fig. 10. MedPlusMart Scheduling Page-II

We select the slot and reach the checkout page. The navigation ends here since the confirmation would result in the consultation actually being booked.

II.I.III MedPlusMart Medicine booking

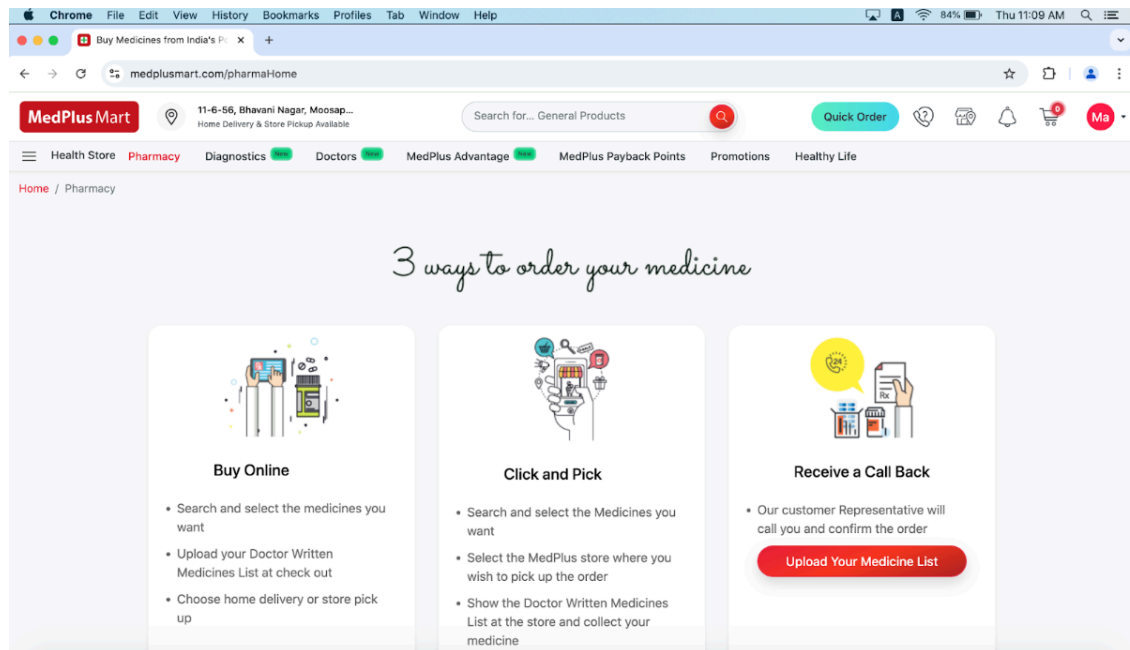


Fig. 11. MedPlusMart Order Medicine Page.

On clicking on buy medicines, we see this screen showing different ways to order medicines.

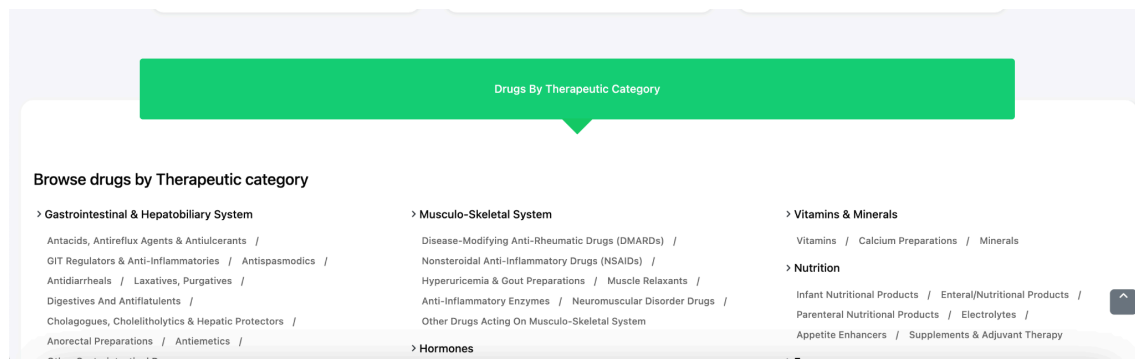


Fig. 12. MedPlusMart List of Drugs by Therapeutic Category

On scrolling down, medicines can be viewed by therapeutic category. Here, we select 'Gastrointestinal & Hepatobiliary system'.

Here, MS clarity is used for recording all user activity.

```
https://www.clarity.ms/tag/4du0focpu1
```

The page URL contains information of the category of medicines selected (Gastrointestinal & Hepatobiliary System).

```
https://analytics.google.com/g/collect?v=2&tid=G-N5L9BWMNKD&gtm=45je4bc0v878155885z878434112za200zb78434112&_p=1731562346279&_gaz=1&gcd=131313131111&npa=0&dma=0&t
```

```
ag_exp=101925629~102067554~102077855&cid=1846952589.1731493924&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&s=2&sid=1731562345&sct=4&seg=1&dl=https%3A%2F%2Fwww.MedPlusMart.com%2FdrugsInfo%2Fmedicines%2Fgastrointestinal--n--hepatobiliary-system_20001%2Fantacids--antireflux-agents--n--antiulcerants_30001&dr=https%3A%2F%2Fwww.MedPlusMart.com%2F&dt=Buy%20Medicines%20from%20India%27s%20Popular%20Pharmacy%20-%20MedPlusMart&en=GA4-Page-View&_c=1&_et=52397&tfd=615178
```

The web platform lists the medicines by category on scrolling down on the page. At this stage, the third parties listed here get the information that the user has selected the antacids, antireflux agents, and antiulcerants category.

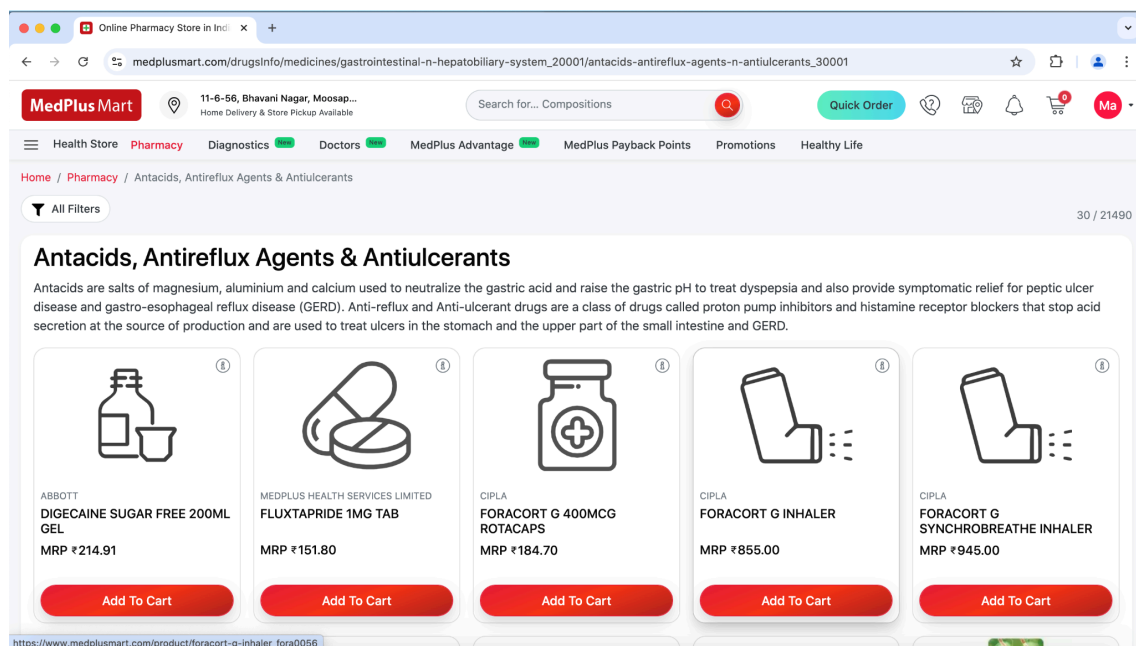


Fig. 13. MedPlusMart 'Antacides, Antireflux Agents & Antiulcerants' Medicines Category

We see the list of medicines in the 'Antacids, Antireflux Agents & Antiulcerants' category.

Clarity, which is a screen recording tool, is used on this page as well.

```
https://www.clarity.ms/tag/4du0focpu1
```

Information of the category of antireflux-agents--n--antiulcerant drugs is shared with the following third parties.

- Google
- GoogleAdServices
- Doubleclick
- Google

https://analytics.google.com/g/collect?v=2&tid=G-N5L9BWMNKD>m=45je4bc0v878155885z878434112za200zb78434112&p=1731562346279&_gaz=1&qcd=131313131111&npa=0&dma=0&tag_exp=101925629~102067554~102077855&cid=1846952589.1731493924&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&s=2&sid=1731562345&sct=4&seq=1&dl=https%3A%2F%2Fwww.MedPlusMart.com%2FdrugsInfo%2Fmedicines%2Fgastrintestinal--n--hepatobiliary-system_20001%2Ffantacids--antireflux-agents--n--antiulcerants_30001&dr=https%3A%2F%2Fwww.MedPlusMart.com%2F&dt=Buy%20Medicines%20from%20India%27s%20Popular%20Pharmacy%20-%20MedPlusMart&en=GA4-Page-View&c=1&_et=52397&tfd=615178

https://www.googleadservices.com/pagead/conversion/378943744/?random=1731562994658&cv=11&fst=1731562994658&bg=ffffff&guid=ON&async=1>m=45be4bc0z878434112za201zb78434112&qcd=131313131111&dma=0&tag_exp=101925629~102067554~102067808~102077855&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.MedPlusMart.com%2FdrugsInfo%2Fmedicines%2Fgastrintestinal-n-hepatobiliary-system_20001%2Ffantacids-antireflux-agents-n-antiulcerants_30001&label=6puACPa-qZECEIDy2LQB&hn=www.googleadservices.com&frm=0&tiba=Online%20Pharmacy%20Store%20in%20India.%20Best%20value%20on%20medicines-MedPlus&value=0&bttype=purchase&npa=0&pscdl=noapi&auid=1959291902.1731493922&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&fledge=1&capi=1&rfmt=3&fmt=4

https://td.doubleclick.net/td/rul/378943744?random=1731562994658&cv=11&fst=1731562994658&fmt=3&bg=ffffff&guid=ON&async=1>m=45be4bc0z878434112za201zb78434112&qcd=131313131111&dma=0&tag_exp=101925629~102067554~102067808~102077855&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.MedPlusMart.com%2FdrugsInfo%2Fmedicines%2Fgastrintestinal-n-hepatobiliary-system_20001%2Ffantacids-antireflux-agents-n-antiulcerants_30001&label=6puACPa-qZECEIDy2LQB&hn=www.googleadservices.com&frm=0&tiba=Online%20Pharmacy%20Store%20in%20India.%20Best%20value%20on%20medicines-MedPlus&value=0&bttype=purchase&npa=0&pscdl=noapi&auid=1959291902.1731493922&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&fledge=1&capi=1&ct_cookie_present=0

https://www.google.co.in/pagead/lp-conversion/378943744/?random=96332356&cv=11&fst=1731562994658&bg=ffffff&guid=ON&async=1>m=45be4bc0z878434112za201zb78434112&qcd=131313131111&dma=0&tag_exp=101925629~102067554~102067808~102077855&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.MedPlusMart.com%2FdrugsInfo%2Fmedicines%2Fgastrintestinal-n-hepatobiliary-system_20001%2Ffantacids-antireflux-agents-n-antiulcerants_30001&label=6puACPa-qZECEIDy2LQB&hn=www.googleadservices.com&frm=0&tiba=Online%20Pharmacy%20Store%20in%20India.%20Best%20value%20on%20medicines-MedPlus&value=0&npa=0&pscdl=noapi&auid=1959291902.1731493922&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&fledge=1&capi=1&fmt=3&ct_cookie_present=false&crd=CLHBsQIIIsMGxAgI5wbECCLHDSQIIIsWxAgjCybECCOVGsQII08WxAiIBAUABSidldmVudC1zb3VyY2U9bmF2aWdhGlVbilzb3VyY2UsIHRyaWdnZXJiBAoCAgM&pscdl=CNWk_rs5lo6gVCITCMXB5umO24kDFVZEnQkdbS8FdICCAMyAggEMgIIBzICCAgyAggJMgIICjICCAIyAggLMgIIFTICCB8yAggTMgIIEkJXQ2hFSWdMblJ1UVlRazUtZnZMX2ZzNnJ6QVJJC0FJOGpuTGRnNjZvc2xHMG1ESTFjYzhnNGN2OEFCEZTT1NBVU04T054aWNxenpOelBrU1MONTFGOG1Z&is_vtc=1&cid=CAQSKQCa7L7dK_5mwmZeUHCNzAXQAYfiuqyCdGQX34oeNRJBRP7vk-Ci577&eitems=ChEIgLnRuQYQ8YHH00zC4uDgARIdAH10If9bjP6rP06GbgoGz2j3SduD0Z2mifLzFR4&random=1412185453&ipr=y&ezwbk=AZuM4hDIVhckPsIwVoqfyZtTiBc5mtt4_Ur7L_9QGiQvMDjI2WM6fhTP1mVmO_1yL9I2VIIW9Mj9QkL2kx7jnPoq2sPm

Findings: On this page, our selection of ‘antacids, antireflux agents, and antiulcerates’ category of medicines is shared with Google, Google Ads, Google Analytics, DoubleClick and MS Clarity.

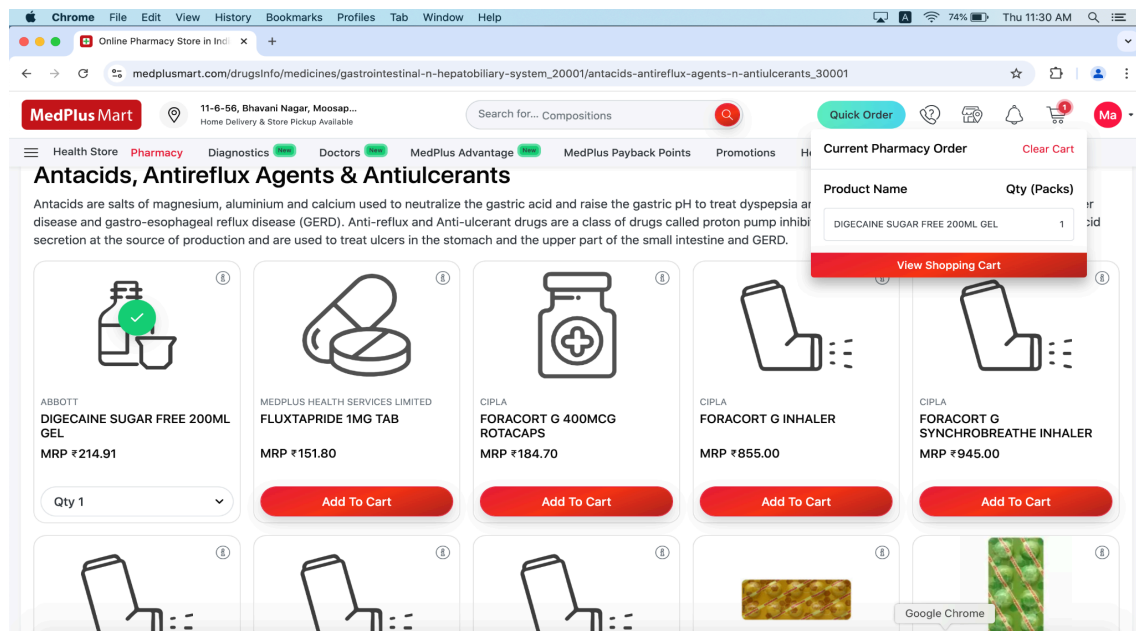


Fig. 14. MedPlusMart Medicine Selection

Here, we see the list of medicines in the ‘Antacide, Antireflux Agents and Antiulcerants’ category and the selection of ‘Digecaine Sugar Free 200ML Gel’.

At this step, we select ‘Digecaine Sugar Free 200 ML gel’ with an MRP of Rs. 214.91, and add it to cart.

Information regarding the selection of the product, and the details of the product were shared with the following third parties:

- Google Analytics

```
https://analytics.google.com/g/collect?v=2&tid=G-N5L9BWMNKD&gtm=45je4bc0v87815588
5z878434112za200zb78434112&_p=1731562993257&_gaz=1&gcd=131313131111&npa=0&dma=0&t
ag_exp=101925629~102067554~102077855&cid=1846952589.1731493924&ul=en-gb&sr=1440x9
00&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.
0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&a
re=1&pae=1&frm=0&pscdl=noapi&_eu=IA&_s=2&sid=1731562345&sct=4&seg=1&dl=https%3A%2
F%2Fwww.MedPlusMart.com%2FdrugsInfo%2Fmedicines%2Fgastrointestinal-n-hepatobiliar
y-system_20001%2Fantacids-antireflux-agents-n-antiulcerants_30001&dt=Online%20Pha
rmacy%20Store%20in%20India.%20Best%20value%20on%20medicines-MedPlus&en=add_to_car
t&_c=1&prl=idDIGE0104~nmDIGECAINE%20SUGAR%20FREE%20200ML%20GEL~qt1&_et=17663&tfd=
1041357
```

Findings: On making this selection, Google Analytics gets to know that the user has selected 'Digecaine Sugar Free 200 ML gel' along with the category of the medicine which is 'antacids-antireflux-agents-n-antiulcerants'.

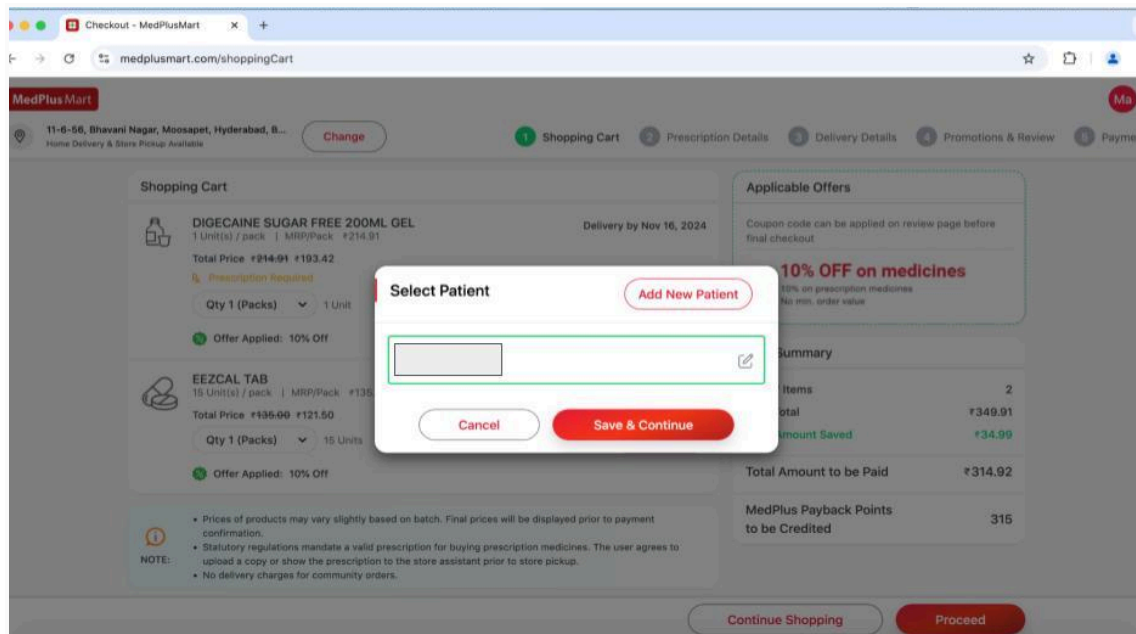


Fig. 15. MedPlusMart Patient Selection

We see the cart page of medplus mart where the selected medicines are listed and the name of the patient for whom the medicines are being bought.

The navigation ends here as booking the test would result in the test actually being booked.

III.V Medplus-Lab-Test-booking

Navigation:

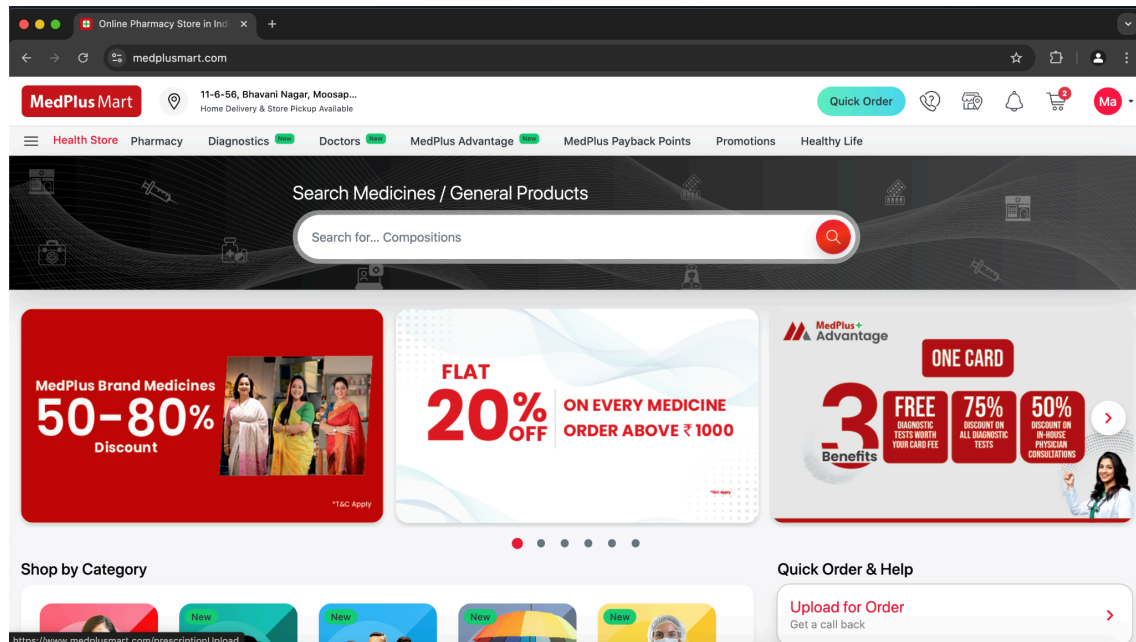


Fig. 16. MedPlusMart Homepage

We see the home page of MedPlusMart.com on entering website URL

Microsoft clarity, a tracking tool that tracks all user activity, is present on this page.

<https://www.clarity.ms/tag/4du0focpu1>

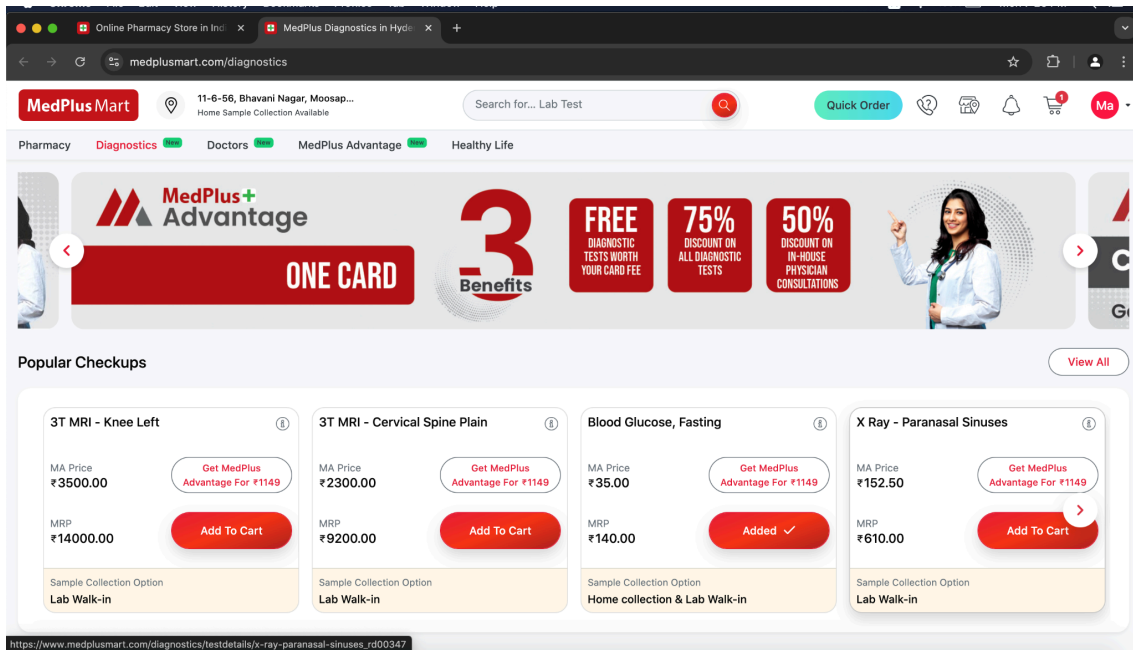


Fig. 17. MedPlusMart Diagnostics Page

We then click on the 'diagnostics' button to navigate to the diagnostics page at MedPlusMart where all the diagnostic tests are listed.

Microsoft clarity, a tracking tool that tracks all user activity, is tracking user activity on this page:

```
https://www.clarity.ms/tag/4du0focpu1
```

At this stage, the title of the page is shared in the page URL. The following third parties know that the user has navigated to the diagnostics page together with the location of the user.

- Google Analytics
- Doubleclick
- GoogleAds
- GoogleAdServices

```
https://td.doubleclick.net/td/rul/378943744?random=1731938179850&cv=11&fst=1731938179850&fmt=3&bg=ffffff&guid=ON&async=1&gtm=45be4bc0z878434112za201zb78434112&gcd=131313131111&dma=0&tag_exp=101925629~102067554~102067808~102077855&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.MedPlusMart.com%2Fdiagnostics&ref=https%3A%2F%2Fwww.MedPlusMart.com%2F&label=6puACPa-qZECEIDy2LQB&hn=www.googleadservices.com&frm=0&tiba=MedPlus%20Diagnostics%20in%20Hyderabad%20-%20MedPlusMart&value=0&bttype=purchase&npa=0&pscdl=noapi&aid=1621424815.1731572539&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&fledge=1&capi=1&ct_cookie_present=0
```

```
https://www.googleadservices.com/pagead/conversion/378943744/?random=1731938179850&cv=11&fst=1731938179850&bg=ffffff&guid=ON&async=1&gtm=45be4bc0z878434112za201zb78434112&gcd=131313131111&dma=0&tag_exp=101925629~102067554~102067808~102077855&u
```

_w=1440&u_h=900&url=https%3A%2F%2Fwww.MedPlusMart.com%2Fdiagnostics&ref=https%3A%2F%2Fwww.MedPlusMart.com%2F&label=6puACPa-qZECEIDy2LQB&hn=www.googleadservices.com&frm=0&ti**ba=MedPlus%20Diagnostics%20in%20Hyderabad%20-%20MedPlusMart&value=0&bt****type=purchase&npa=0&pscdl=noapi&aid=1621424815.1731572539&uaa=x86&uab=64&uafvl=Ch****romium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B12****8.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&fledge=1&capi=1&rfmt=3&fmt=**
4

https://www.google.com/pagead/1p-conversion/378943744/?random=2069854979&cv=11&fst=1731938179850&bg=ffffff&guid=ON&async=1>m=45be4bc0z878434112za201zb78434112&gcd=131313131111&dma=0&tag_exp=101925629~102067554~102067808~102077855&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.MedPlusMart.com%2F**diagnostics&ref=https%3A%2F%2Fwww.M****edPlusMart.com%2F&label=6puACPa-qZECEIDy2LQB&hn=www.googleadservices.com&frm=0&ti****ba=MedPlus%20Diagnostics%20in%20Hyderabad%20-%20MedPlusMart&value=0&npa=0&pscdl=n****oapi&aid=1621424815.1731572539&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7C****Not%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&u****ap=macOS&uapv=10.15.5&uaw=0&fledge=1&capi=1&fmt=3&ct_cookie_present=false&crd=CLH****BsQIIIsMGxAgI5wbECC LHdsQIIIsWxAgjCybECCOVGsQIIIsaxAgjTxbECIgEBQAFKJ3RyaWdnZXI7bmF2****aWdhdGlvbi1zb3VyY2UsIGV2ZW50LXNvdXJjZVoDCgEBYgQKAgID&pscrd=CKmJ0vHR3vSMqwEiEwjzhf****y_hOaJAXURhmYCHWGbB3oyAggDMgIIBDICCacyAggIMgIICTICCAoyAggCMgIICzICCBuYAggfMgIIEzI****CCBJCWENoRUlnT2pydVFZUV9jMlp5cXJDeGVqN0FSSXRBRDV4U2FNQ01FVlJVemlZYtZSME40WjY0NFZz****YV8yc0RkblFxE94WVFyXlZvMnI5ajZoOWF3RXdRYlU&is_vtc=1&cid=CAQSKQCa7L7dUB6PU5syZ6tv****RRaR-5tT281txreygnyz6oiVMDWlxBbLyjVK&eitems=ChAIgOjruQYQrdzX1PSP05ogEh0APe02oglFY****YjglaCJMBdo2cYv0PHOYyWDKqJTLw&random=1234596671**

https://analytics.google.com/g/collect?v=2&tid=G-N5L9BWMNKD>m=45je4bc0v878155885z878434112za200zb78434112&p=1731938177167&gcd=131313131111&npa=0&dma=0&tag_exp=101925629~102067554~102067808~102077855&cid=2015461369.1731572540&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_s=1&**sid=1731937545&sct=4&seg=1&dl=https%3A%2F%2F****www.MedPlusMart.com%2Fdiagnostics&dr=https%3A%2F%2Fwww.MedPlusMart.com%2F&dt=MedP****lus%20Diagnostics%20in%20Hyderabad%20-%20MedPlusMart&en=page_view&tfd=8682**

Finding: Facebook, GoogleAds, MS Clarity get to know the user's navigation to the diagnostics page. Google Analytics, GoogleAdServices, GoogleAds also get to know the user's location.

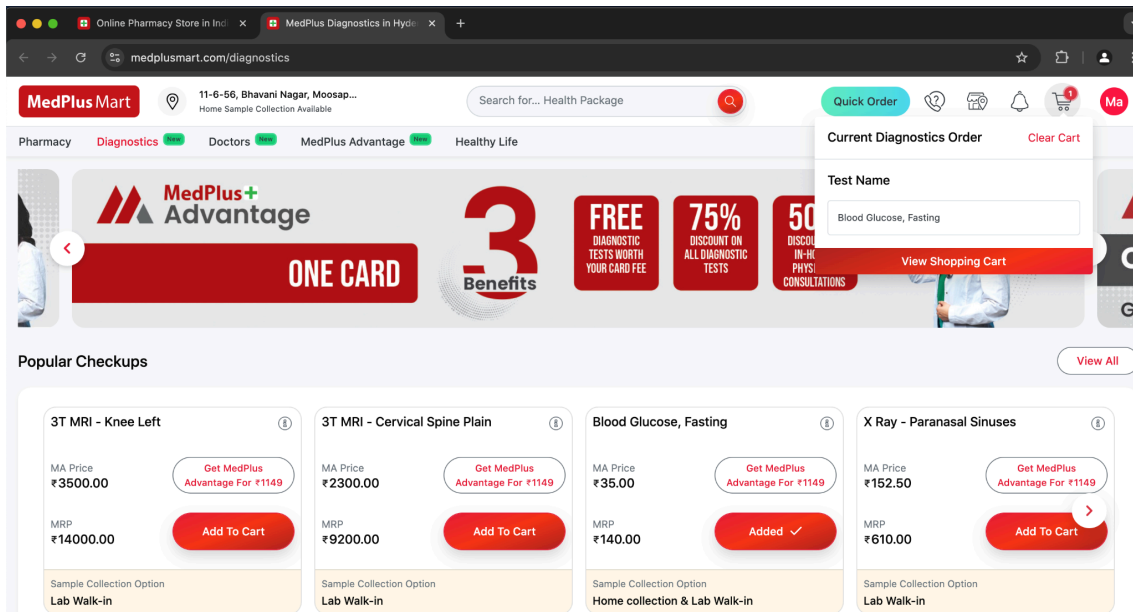


Fig. 18. MedPlusMart Diagnostics Order.

We select Blood Glucose fasting in the cart. It is visible under the heading 'Current Diagnostics Order'.

At this stage, Google Analytics receives information that the user has navigated to the diagnostics page. The third party also receives the location of the user.

```
https://analytics.google.com/g/collect?v=2&tid=G-N5L9BWMNKD&gtm=45je4bc0v878155885z878434112za200zb78434112&_p=1731938177167&_gag=1&gcd=131313131111&npa=0&dma=0&tag_exp=101925629~102067554~102067808~102077855&cid=2015461369.1731572540&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_s=2&sid=1731937545&sct=4&seg=1&dl=https%3A%2F%2Fwww.MedPlusMart.com%2Fdiagnostics%2Ftab-shopping-cart&dr=https%3A%2F%2Fwww.MedPlusMart.com%2F&dt=MedPlus%20Diagnostics%20in%20Hyderabad%20-%20MedPlusMart&en=GA4-Page-View&_c=1&_et=44907&tfd=345312
```

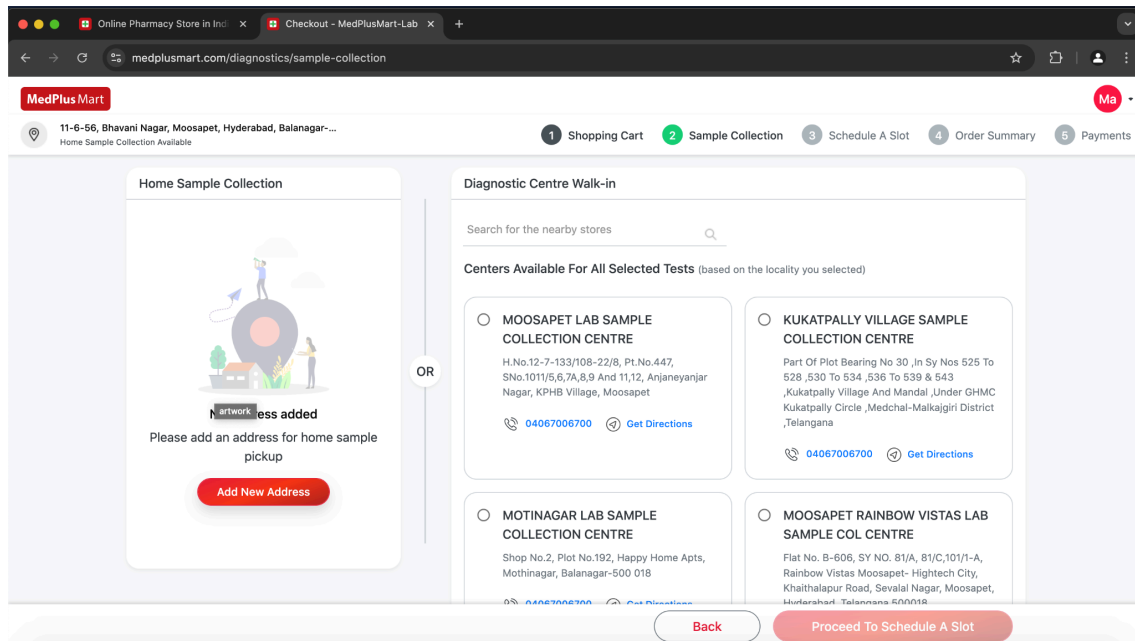



Fig. 19. MedPlusMart Sample Collection Centres.

We are shown the available sample collection centers on this screen. We select the first sample collection centre.

Microsoft clarity, a tracking tool that tracks all user activity, is present on this page too:

```
https://www.clarity.ms/tag/4du0focpul
```

Google Analytics gets information via page URL that the user has landed on the diagnostics checkout page. However, the details of the cart are not mentioned.

```
https://analytics.google.com/g/collect?v=2&tid=G-N5L9BWMNKD&gtm=45je4bc0v878155885za200zb78434112&_p=1731938177167&gcd=131313131111&n timer=0&dma=0&tag_exp=101925629~102067554~102067808~102077855&cid=2015461369.1731572540&ul=en-gb&sr=1440x900&ua=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&are=1&pa e=1&frm=0&pscdl=noapi&_eu=AEA&_s=5&dl=https%3A%2F%2Fwww.MedPlusMart.com%2Fdiagnos tics%2Fsample-collection&dr=https%3A%2F%2Fwww.MedPlusMart.com%2Fdiagnostics%2F lab-shopping-cart&sid=1731937545&sct=4&seg=1&dt=Checkout%20-%20MedPlusMart-Lab&en=pa ge_view&_et=973&tfd=608660
```

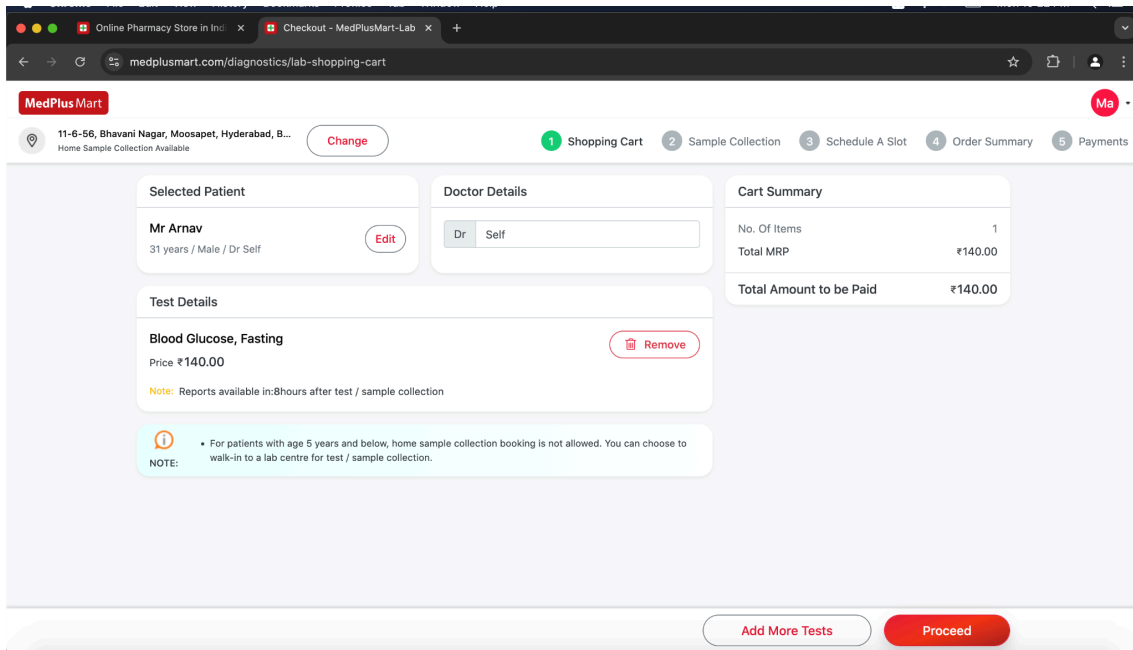



Fig. 20. MedPlusMart Diagnostics Cart Page.

Here, we see the cart page of the diagnostics section of the website. Our selection 'Blood Glucose, Fasting' is present on the interface.

Google Analytics gets information via page URL that the user has landed on the checkout page. Other details are not shared.

Findings: User landing on diagnostics page is shared with Google Analytics.

```
https://analytics.google.com/g/collect?v=2&tid=G-N5L9BWMNKD&gtm=45je4bc0v878155885z878434112za200zb78434112&p=1731938177167&_gaz=1&gcd=13131313111&npa=0&dma=0&tag_exp=101925629~102067554~102067808~102077855&cid=2015461369.1731572540&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_s=14&sid=1731948743&sct=5&seg=0&dl=https%3A%2F%2Fwww.MedPlusMart.com%2Fdiagnostics%2Flab-shopping-cart&dr=https%3A%2F%2Fwww.MedPlusMart.com%2Fdiagnostics%2Fschedule-slot&dt=Checkout%20-%20MedPlusMart-Lab&en=GA4-Page-View&_ss=1&_c=1&tfd=1461535
```

II.II Lybrate Web Platforms Analysis

II.II.I Permissions, Data Collection Consent Banner, Comments on Timing of Notice and Affirmative Action, Trackers Found

Name of Website: [lybrate.com](https://www.lybrate.com)

Permissions Requested

The website seeks notification and location permission.

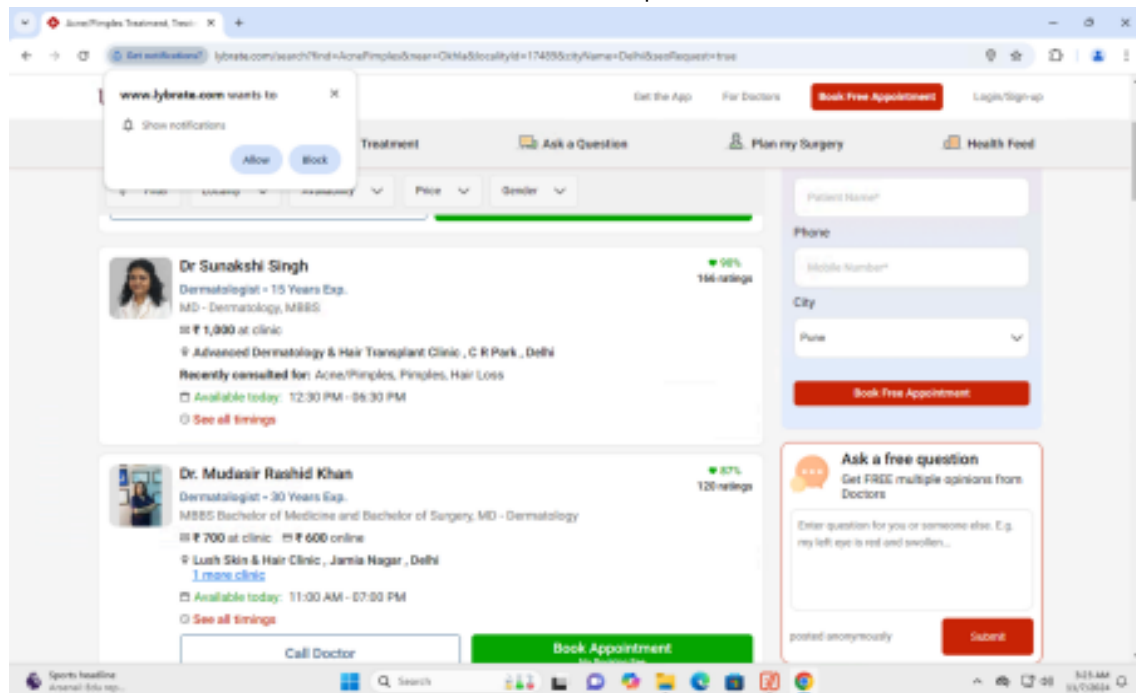


Fig. 21. Lybrate Notification Permission.

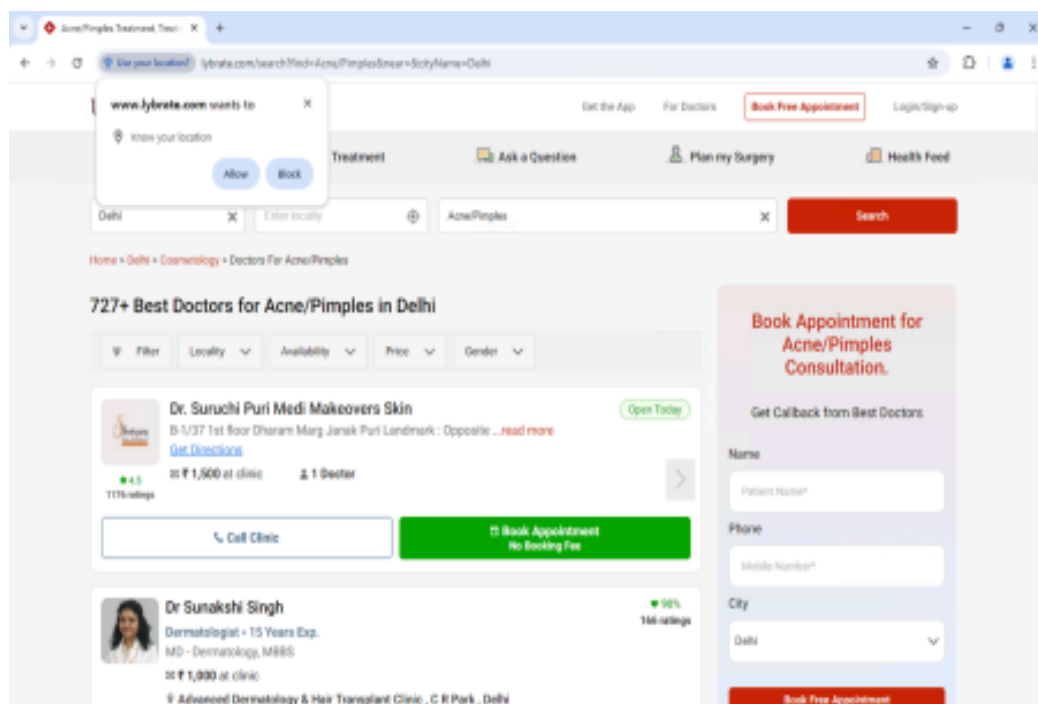


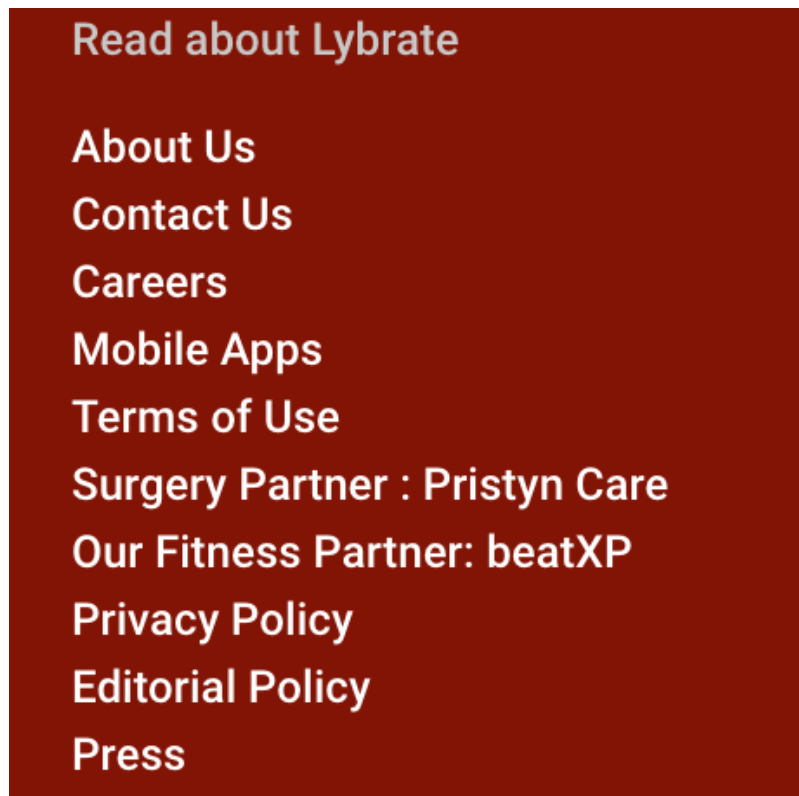
Fig 21. Lybrate location permission.

Data Collection Consent Banner

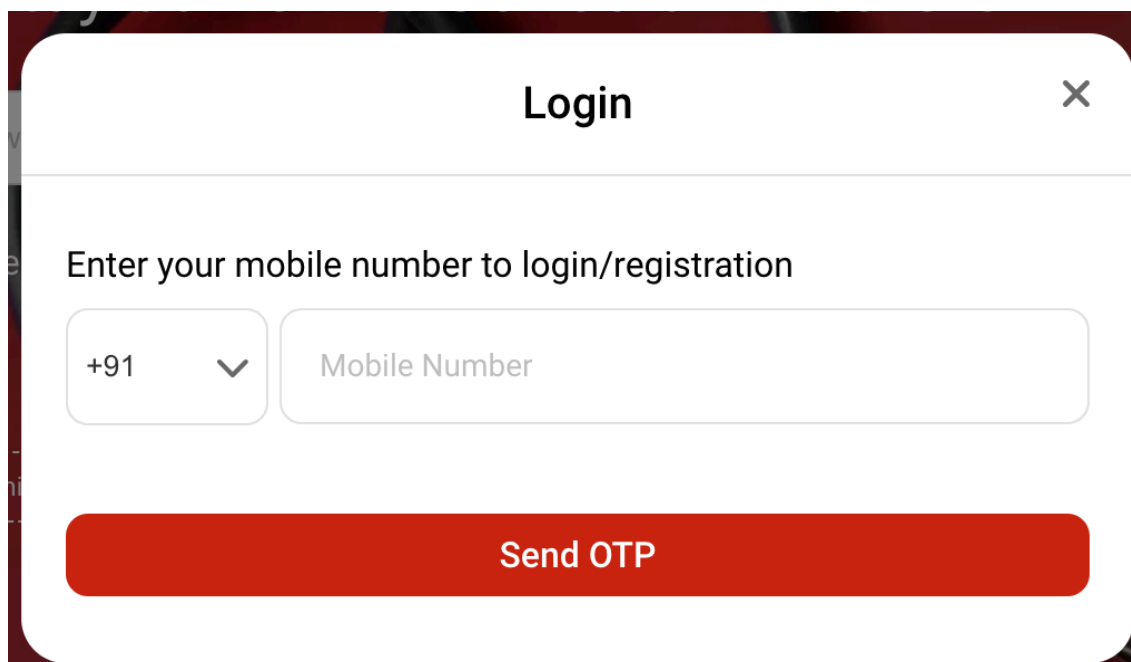
No data collection consent banner is displayed to inform users of third-party data collection.

Privacy Policy

The privacy policy is present in the footer.



Privacy Policy



The image shows a mobile application login screen. At the top, there is a white header bar with the word "Login" in black text and a close button (X) on the right. Below the header, the main area is white and contains the text "Enter your mobile number to login/registration". Underneath this text, there is a form with two input fields: a dropdown menu showing "+91" with a downward arrow, and a text input field labeled "Mobile Number". Below these fields is a large red button with the text "Send OTP" in white.

Fig 22. Lybrate Login Screen

During the login/sign up process, there is no reference to the privacy policy.

Comments on Timing of Notice & Consent Being an Affirmative Action

1. Timing of Notice: Displaying the privacy policy only in the footer, rather than at the points where personal data is collected (e.g., during registration or login), indicates that the notice is not provided in a timely manner.
2. Affirmative Action: Since no checkbox or explicit consent option is provided when personal data is collected, it suggests that consent is not taken through an affirmative action.

Third Parties with Whom the Data is Being Shared

#	Trackers
1.	Google Analytics
2.	DoubleClick
3.	Google Maps

Table 2. Lybrate Third Parties

II.II.II Doctor's Consultation Booking Flow

Data Analysis We attempt to book a consultation, after getting an appointment confirmed we booked an online doctor's consultation.

Home page

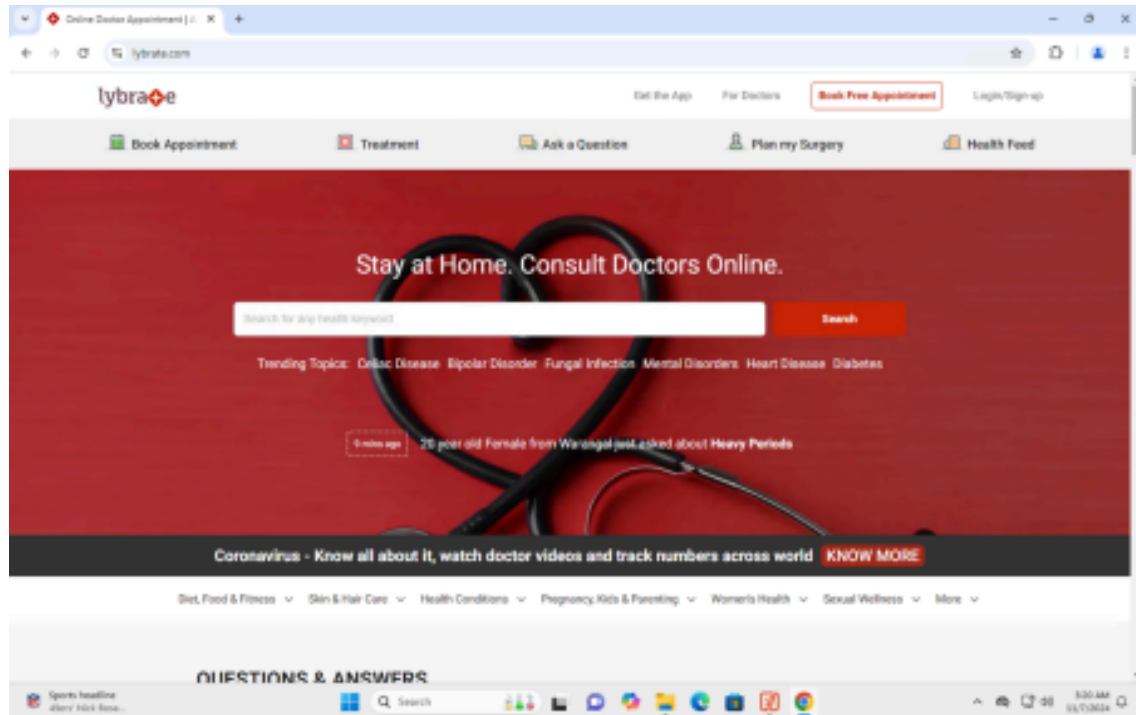


Fig. 23. Lybrate Home Page

We see this homepage on entering the Lybrate URL.

On landing upon the home page, Google Analytics receives information regarding the application's functionality of online doctor consultations.

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=631387603&t=pageview&
s=1&dl=https%3A%2F%2Fwww.lybrate.com%2F&ul=en-us&de=UTF-8&dt=Online%20Doctor%
20Appointment%20%7C%20Ask%20A%20Doctor%20Online%20%7C%20Lybrate&sd=24-bit&sr=1
440x900&vp=1423x765&je=0&_u=YEBAAEABAAAAACAAI~&jid=910301711&gjid=496368925&ci
d=1453515858.
1730949611&tid=UA-38191252-1&_gid=443462035.1730949611&_r=1&_slc=1&gtm=45He4au
0n81KXVNPWNv898432775za200&gcd=131313131111&dma=0&tag_exp=101823848~101925629&
z=1747801225
```

From here, we clicked on “Book Appointment”.

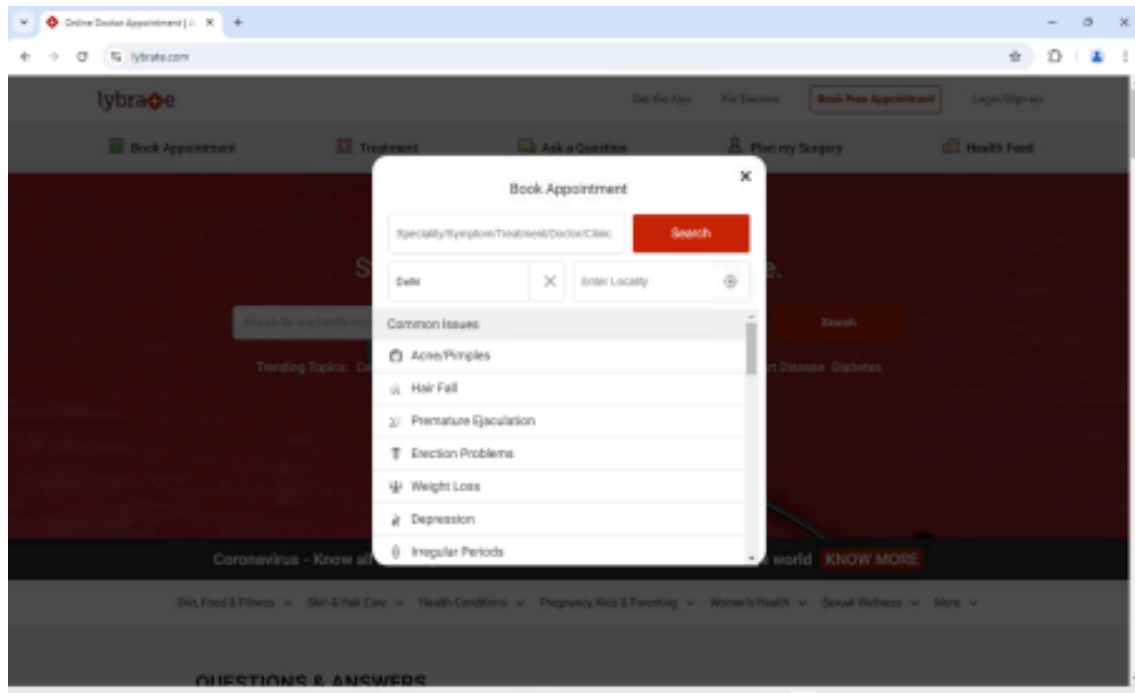


Fig. 24. Lybrate Booking Appointment Form

On Clicking 'Book Appointment', we see an issue (symptom) list for consultation.

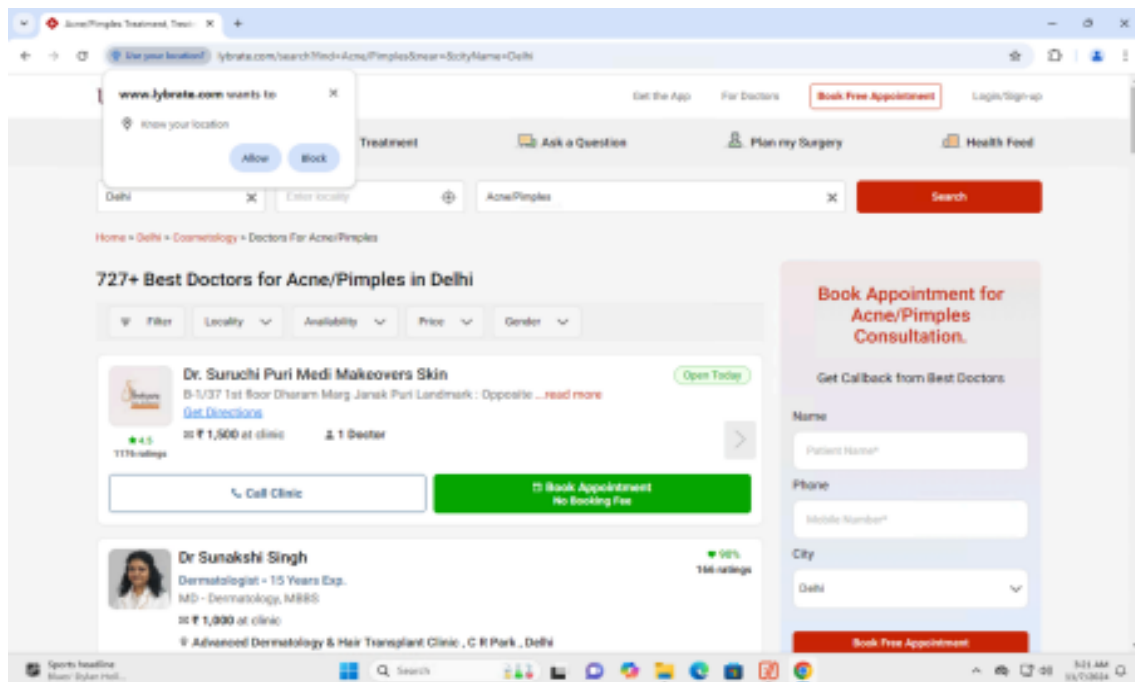


Fig. 25. List of Doctors on the Page.

We see this page following the selection of the issue/symptom. Doctors relevant to the symptom/issue are listed. We choose acne and pimple conditions.

On landing upon the home page, Google Analytics receives information regarding user landing on the Lybrate web application with functionality of online consultations.

Findings: Google Analytics receives information about user landing on Lybrate Web-Application with functionality of online consultations.

```
https://analytics.google.com/g/collect?v=2&tid=G-1T7TVJNDEV&gtm=45je4au0v894387870z8898432775za200zb898432775&p=1730949611064&qcd=131313131111&npa=0&dma=0&tag_exp=101823848~101925629&cid=1453515858.1730949611&ul=en-us&sr=1440x900&uaa=x86&uab=64&uafvl=Chrome%3B130.0.6723.92%7CGoogle%2520Chrome%3B130.0.6723.92%7CNot%253FA_Brand%3B99.0.0.0&uamb=0&uam=&uap=Windows&uapv=15.0.0&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&s=2&sid=1730949611&sct=1&seq=1&dl=https%3A%2F%2Fwww.lybrate.com%2F&dt=Online%20Doctor%20Appointment%20%7C%20Ask%20A%20Doctor%20Online%20%7C%20Lybrate&en=header_item_click&ep.Action=click&ep.Category=ome%20Page&ep.Value=Book%20Appointm ent&_et=24792&tfd=63346
```

The location of the user is shared with Google Maps.

```
https://maps.googleapis.com/maps/api/js?key=AIzaSyB0silq9Lpqvf8TVw6SkJQ-pg6fTLrFFa0
```

Google Analytics gets information regarding the user's request for consultation for the speciality of Acnes and Pimples.

Google API also gets the exact location of the user.

```
https://www.googleapis.com/geolocation/v1/geolocate?key=AIzaSyB0ti4mM-6x9WDnZIjIeyEU21OpBXqWBqW
```

Response Body

```
{
  "location": {
    "lat": 1x.xxxxxxxx,
    "lng": 7x.xxxxxxxx
  },
  "accuracy": 902657.7414994751
}
```

findings: The user's location is shared with Google, and the user's issues(symptoms) of acne and pimples are shared with Google Analytics.

After logging in with OTP, the appointment was booked.

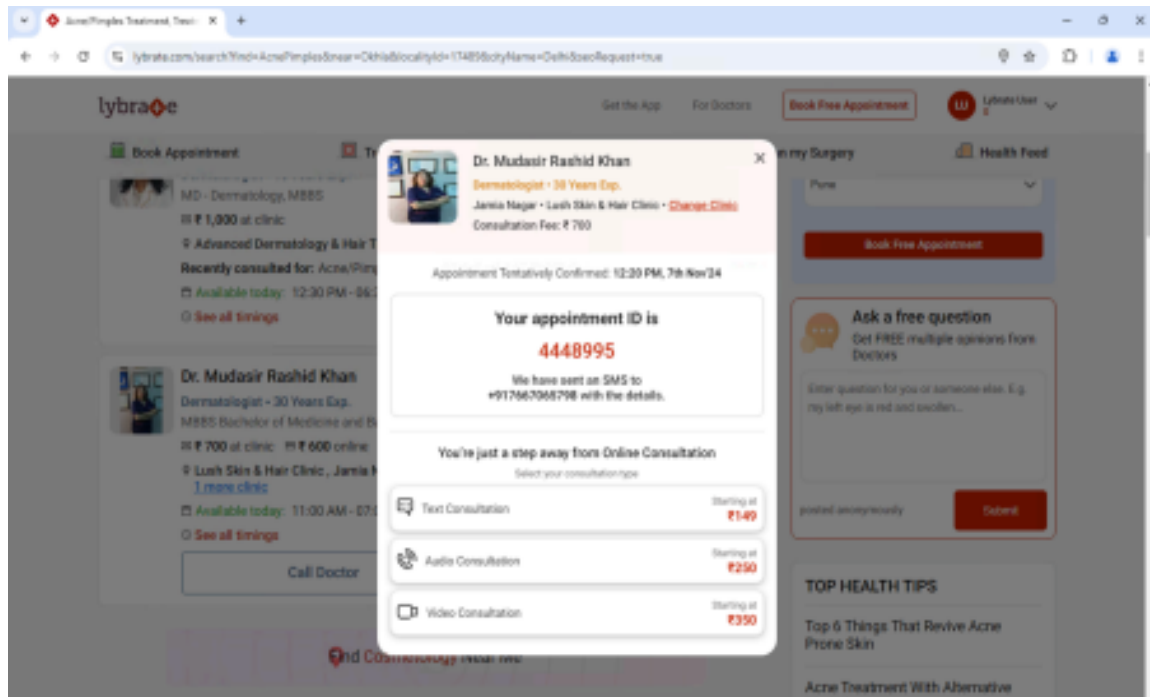


Fig. 26. Lybrate Doctor Confirmation Page.

Here, we see the appointment ID for doctor's consultation.

Google Analytics receives the following information

- 1) the user's navigation to the doctor consultation
- 2) the location of the user and
- 3) the user's request for consultation for Acne and Pimples condition through the URL .

Findings: Google Analytics receives information about user's navigation on doctor consultation, user location and Acne and Pimples condition through the URL.

```
https://analytics.google.com/g/collect?v=2&tid=G-1T7TVJNDEV&gtm=45je4au0v894387870z88
98432775za200zb898432775&_p=1730950440188&gcd=13131313111&npa=0&dma=0&tag_exp=101823
848~101925629&cid=1453515858.1730949611&ul=en-us&sr=1440x900&uaa=x86&uab=64&uafvl=Chr
omium%3B130.0.6723.92%7CGoogle%2520Chrome%3B130.0.6723.92%7CNot%253FA_Brand%3B99.0.0.
0&uamb=0&uam=&uap=Windows&uapv=15.0.0&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&sid=1730949
611&sct=1&seg=1&dl=https%3A%2F%2Fwww.lybrate.com%2Fsearch%3Ffind%3DAcnePimples%26near
%3DOKhla%26localityId%3D17489%26cityName%3DDelhi%26seoRequest%3Dtrue&dt=Acne%2FPimple
s%20Treatment%2C%20Treatment%20for%20Acne%2FPimples%20in%20OKhla%2C%20Delhi%20-%20Vie
w%20Doctors%2C%20Book%20Appointment%2C%20Consult%20Online&_s= 2&tfd=11679
```


II.III PharmEasy Web Platforms Analysis

II.III.I. Permissions, Data Collection Consent Banner, Comments on Timing of Notice and Affirmative Action, Trackers Found

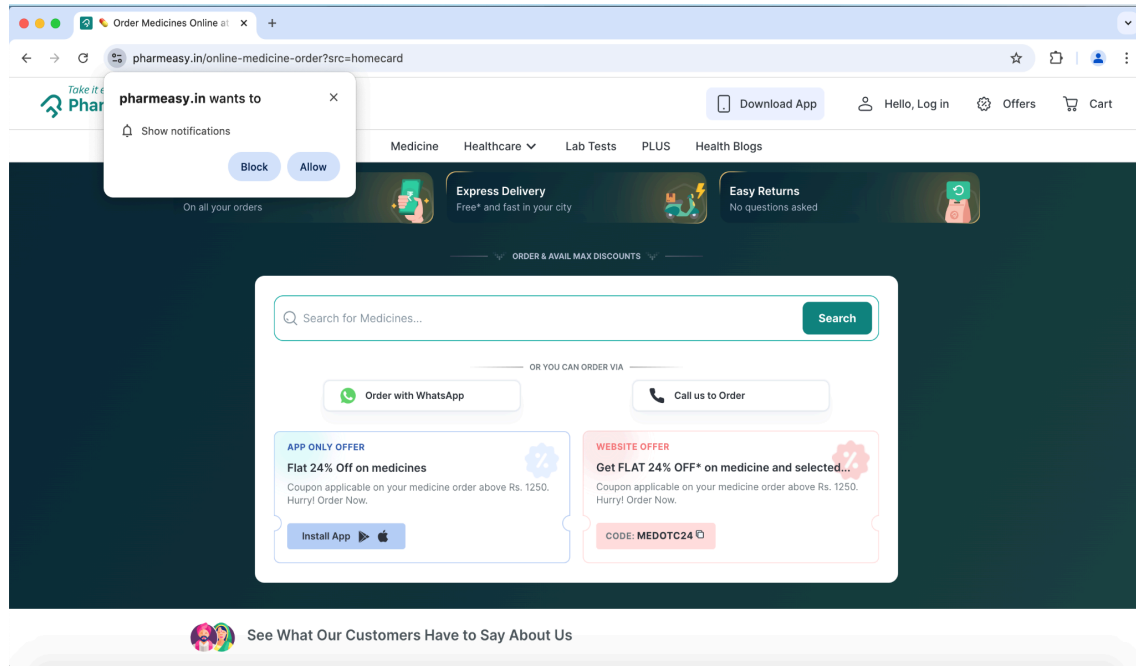


Fig. 27. Notification permission is sought from the user.

Notification permission is sought from the user.

Data collection consent banner

No data collection consent banner is displayed to inform users of third-party data collection.

Privacy Policy



Quick Login / Register

Enter your phone number

Send OTP

By continuing, you agree with our [Privacy Policy](#) and [Terms and Conditions](#)

Fig. 26. PharmEasy Login and Registration Screen.

Policy Info

Editorial Policy

Privacy Policy

Vulnerability Disclosure Policy

Terms and Conditions

Customer Support Policy

Return Policy

Smartbuy Policy

Fig. 27. Location of the Privacy Policy

The login/registration page states that the action of login/registration implies the agreement of the privacy policy and the terms and conditions.

Comments on Timing of Notice & Consent Being an Affirmative Action

1. Timing of Notice: Although the privacy policy is accessible at the time of registration and login, the website only links to it and does not clearly disclose the specific types of personal data collected at those points.
2. Affirmative Action: No checkbox or explicit consent mechanism is present at the point of data collection, such as on the registration or login screens. This indicates that consent was not affirmatively obtained. Instead of requiring users to acknowledge the privacy policy, consent is implied upon signing in.

Trackers Found

#	Name of Third Party
1	GoogleTagManger
2	Google
3	Bing
4	Google-Analytics
5	CloudFront
6	Criteo
7	Dotomi
8	DoubleClick
9	Google Analytics
10	Google
11	DoubleClick
12	Wzrkt
13	CasaleMedia
14	Adingo
15	360yield
16	rlcdn
17	Stickyads
18	Unrulymedia
19	Bidswitch
20	360yield
21	Rlcdn
22	Contextual Media
23	Socdm
24	Outbrain
25	3lift
26	Climbtech
27	Smaato
28	1rx
29	Adnxs
30	Criteo-Sync
31	Adnxs
32	Aralego

Table. Third Parties Receiving Information from PharmEasy.

II.III.II PharmEasy Doctor's Consultation Analysis

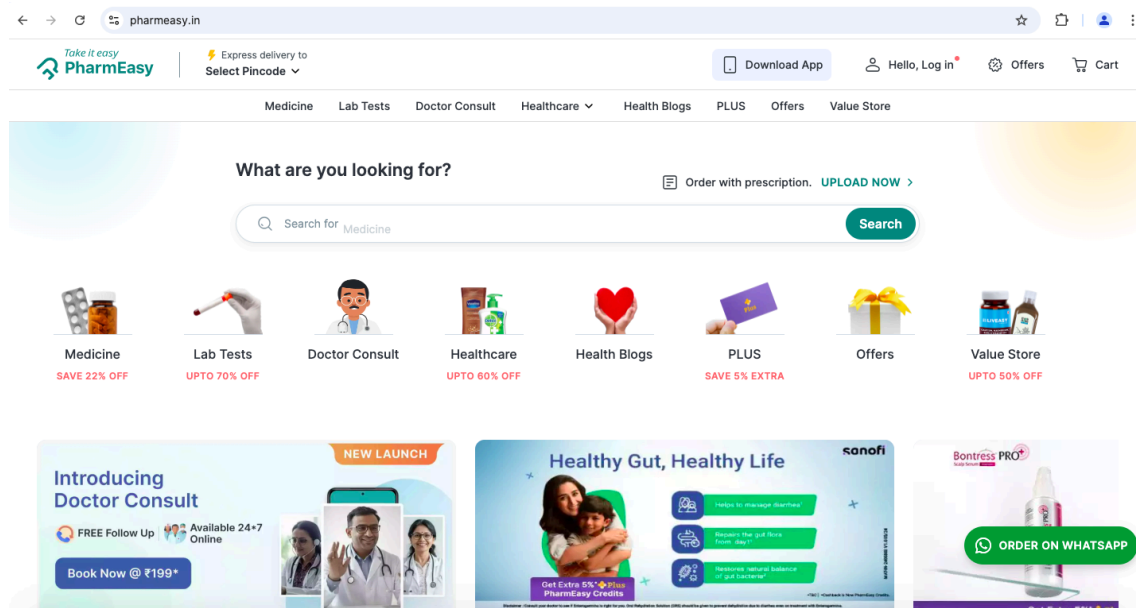


Fig. 28. PharmEasy Home Page

We see this landing page on entering the website URL.

On the home page, Google Analytics and Bing receive information about the user landing on an online pharmacy/medical store.

Findings: Google Analytics and Bing receive information on user landing on pharmacy store.

```
https://analytics.google.com/g/collect?v=2&tid=G-XJY1F0EN7Z&gtm=45je52d0v9113009223za200
&p=1739874041102&_gaz=1&gcd=131313131211&npa=0&dma=0&tag_exp=101509157~102067808~102482
433~102539968~102558064~102587591~102605417~102640599&ul=en-gb&sr=1440x900&cid=155080676
3.1739874043&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3
B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&
are=1&pae=1&frm=0&pscdl=noapi&_eu=EBAI&_s=1&dl=https%3A%2F%2FPharmEasy.in%2F&dp=%2F&dt=P
harmEasy%3A%20Online%20Pharmacy%20%26%20Medical%20Store%20in%20India%20%7C%2050%20Lakhs%
2B%20Customers.&sid=1739874043&sct=1&seg=0&en=page_view&_fv=1&_ss=1&_ee=1&ep.ua_dimensio
n_3=false&ep.ua_dimension_4=false&ep.ua_dimension_6=logged%20out&ep.ua_dimension_13=fals
e&ep.ua_dimension_18=GTM-W5PR55Z%20-%20649%20-%20gtm.js&tfd=8269
```

```
https://bat.bing.com/action/0?ti=5710336&tm=gtm002&Ver=2&mid=f1036adb-e420-4129-b306-74fabb3
e9268&bo=1&sid=02c293d0ede211efb62247af3b6b43b8&vid=02c2bde0ede211efacbe453928778454&vids=1&
msclkid=N&pi=918639831&lg=en-GB&sw=1440&sh=900&sc=24&tl=PharmEasy%3A%20Online%20Pharmacy%20%
26%20Medical%20Store%20in%20India%20%7C%2050%20Lakhs%2B%20Customers.&kw=pharmacy,%20medical%
20stores,%20online%20pharmacy,%20online%20pharmacy%20India,%20best%20online%20pharmacy,%20on
line%20pharmacy%20india,%20online%20medical%20store,%20online%20medicine%20store,%20online%2
0medical%20shop,%20online%20medical%20store%20India&p=https%3A%2F%2FPharmEasy.in%2F&r=&lt=54
56&evt=pageLoad&sv=1&cdb=AQAQ&rn=652272
```

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=948525493&t=pageview&_s=1&dl=https%3A%2F%2FPharmEasy.in%2F&dp=%2F&ul=en-gb&de=UTF-8&dt=PharmEasy%3A%20Online%20Pharmacy%20%26%20Medical%20Store%20in%20India%20%7C%2050%20Lakhs%2B%20Customers.&sd=24-bit&sr=1440x900&vp=1440x725&je=0&_u=YADAAAABAAAAACgEC~&jid=1058573517&gjid=205357591&cid=1550806763.1739874043&tid=UA-60621013-1&_gid=1872185386.1739874043&_r=1&_slc=1&gtm=45He52d0n81W5PR55Zv77403633za200&cd3=false&cd4=false&cd6=logged%20out&cd13=false&cd18=GTM-W5PR55Z%20-%20649%20-%20gtm.js&gcd=131313131111&dma=0&tag_exp=101732279~101732281~102067808~102482433~102539968~102558064~102587591~102605417~102640600&z=1155679314
```

Doctor Consult

Fig. 29. Doctor Consult button

On the home page, we click on the doctor consult button.

Google Analytics receives information regarding the doctor consultation on this page.

Findings: Google Analytics receives information that the user has clicked on doctor consultation.

```
https://analytics.google.com/g/collect?v=2&tid=G-J4XE9SW84F&gtm=45je52d0v873307783z877403633za200zb77403633&_p=1739874281301&gcd=131313131111&npa=0&dma=0&tag_exp=102067808~102308675~102482432~102539968~102558064~102587591~102605417~102640599&cid=1550806763.1739874043&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_s=1&sid=1739874042&sct=1&seg=1&dl=https%3A%2F%2FPharmEasy.in%2F&doctor-consultation%2Flanding%3Fsrc%3Dhomecard&dr=https%3A%2F%2FPharmEasy.in%2F&dt=&en=page_view&ep.isFirstFulfilled=false&ep.isFirstChronicFulfilled=false&ep.isFirstPlaced=false&ep.GTM_container_Version=GTM-W5PR55Z%20-%20649%20-%20gtm.js&ep.Client_ID_hit=1550806763.1739874043.&ep.User_ID_hit=logged%20out&ep.User_Type_hit=logged%20out&_et=3&up.Client_ID=1550806763.1739874043.&up.User_ID=logged%20out&up.User_Type=logged%20out&tfid=7286
```

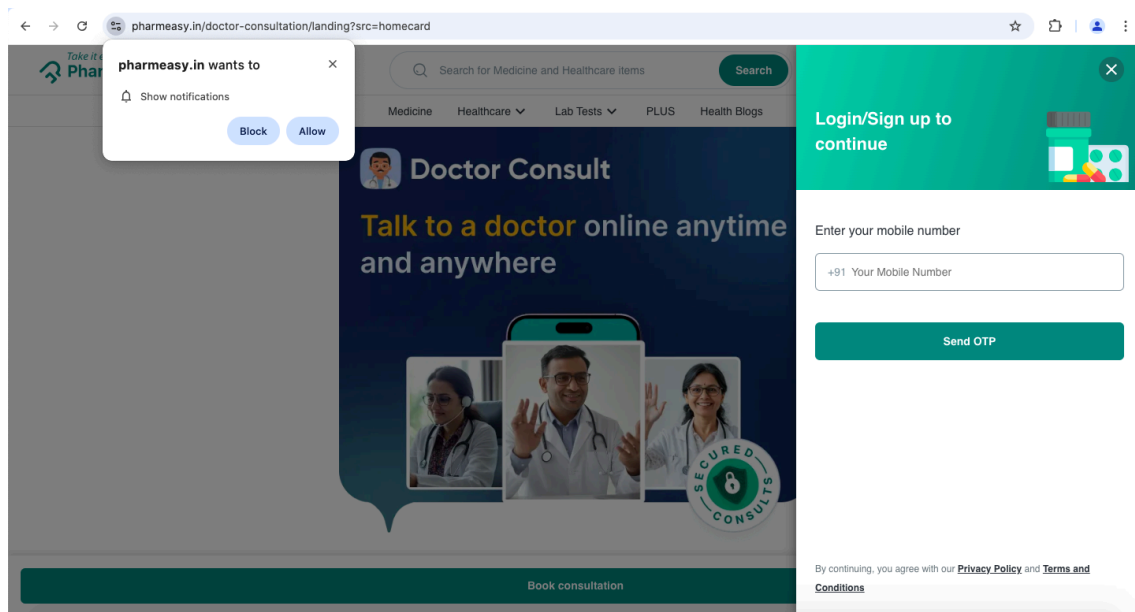


Fig. 30. Doctor Consultation Page with Sign up Form

On clicking the doctor consult button, we are directed to the doctor consultation page.

No specific information is shared with the third parties here.

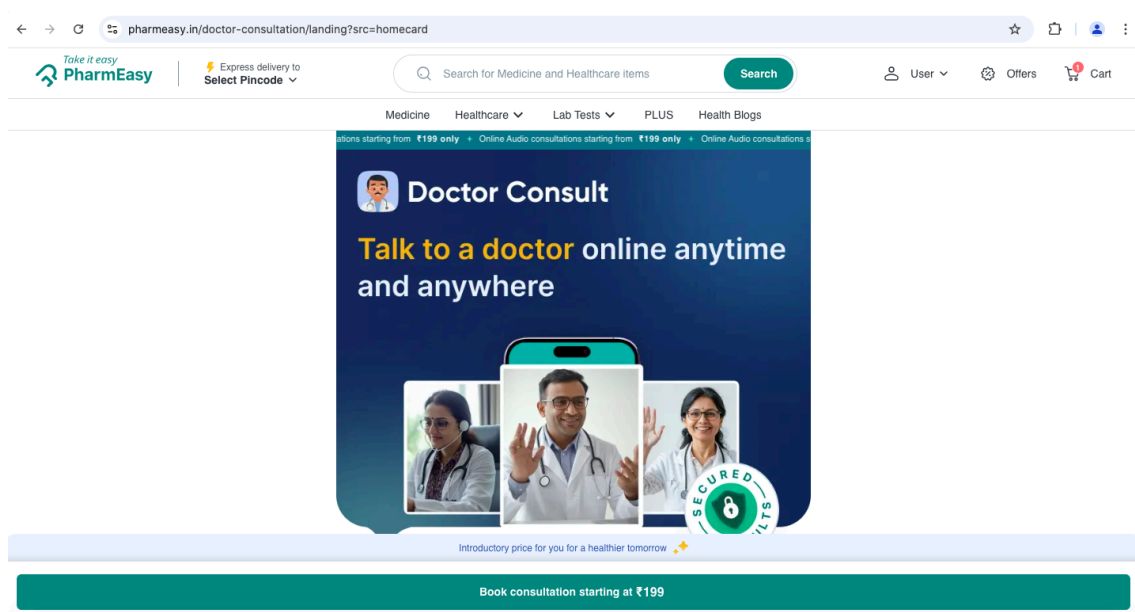


Fig. 31. Doctor Consultation Page

After the authentication of the user, Google Analytics receives information about the user's selection of doctor consultation.

```
https://analytics.google.com/g/collect?v=2&tid=G-XJY1F0EN7Z&gtm=45je52d0v9113009223za200&_p=1739874281301&_gaz=1&gcd=131313131211&npa=0&dma=0&tag_exp=101509157~102067808~102482433~102539968~102558064~102587591~102605417~102640599&ul=en-gb&sr=1
```

```
440x900&cid=1550806763.1739874043&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_eu=EBAI&_s=2&dl=https%3A%2F%2FPharmEasy.in%2Fdoctor-consultation%2Flanding%3Fsrc%3Dhomecard&sid=1739874043&sct=1&seg=1&en=undefined&_ee=1&ep.ua_dimension_3=false&ep.ua_dimension_4=false&ep.ua_dimension_6=logged%20out&ep.ua_dimension_13=false&ep.ua_dimension_18=GTM-W5PR55Z%20-%20649&ep.ua_dimension_8=false&ep.ua_dimension_5=1550806763.1739874043&ep.event_category=undefined&ep.event_label=p_login_drawer_close&_et=42072&tfd=271609
```

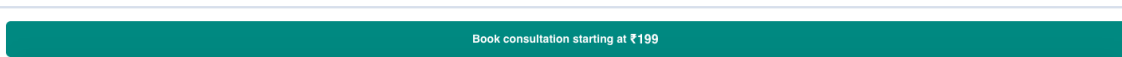


Fig. 32. 'Book Consultation Button'.

Here, Google Analytics receives information about the user selecting the speciality of the doctor. However, the specific selection made by the user is not shown.

Finding: User's action of selecting speciality is shared with Google Analytics. However, the details of the selection are not shared.

```
https://www.google-analytics.com/g/collect?v=2&tid=G-YLL6W14B3J&gtm=45je52d0v884967894za200&_p=1739874281301&gcd=131313131211&npa=0&dma=0&tag_exp=102067808~102482433~102539968~102558064~102587591~102605417~102640600&ul=en-gb&sr=1440x900&cid=1550806763.1739874043&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&frm=0&pscdl=noapi&_eu=ABAI&_s=3&dl=https%3A%2F%2FPharmEasy.in%2Fdoctor-consultation%2Flanding%3Fsrc%3Dhomecard&dp=%2Fdoctor-consultation%2Fselect-speciality&sid=1739874044&sct=1&seg=1&en=page_view&_ee=1&ep.ua_dimension_3=true&ep.ua_dimension_4=false&ep.ua_dimension_6=25127098&ep.ua_dimension_13=false&ep.ua_dimension_18=GTM-W5PR55Z%20-%20649%20-%20gtm.historyChange&ep.ua_dimension_5=1550806763.1739874043&_et=26104&tfd=442808
```

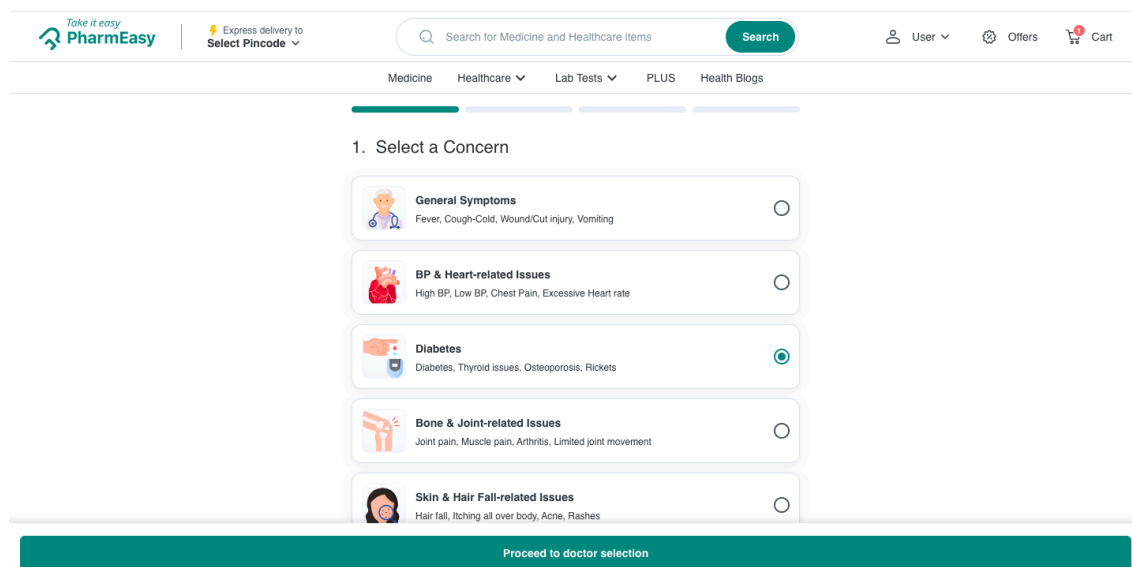



Fig. 33. Consultation Booking with List of Concerns

On this page for consultation booking concerns, we click on 'diabetes'.

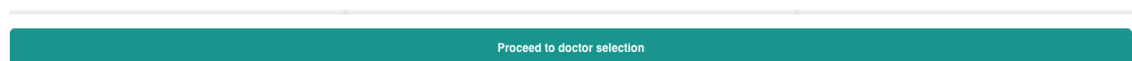


Fig. 34. 'Proceed to Doctor Selection button'

We click on the proceed to doctor selection button.

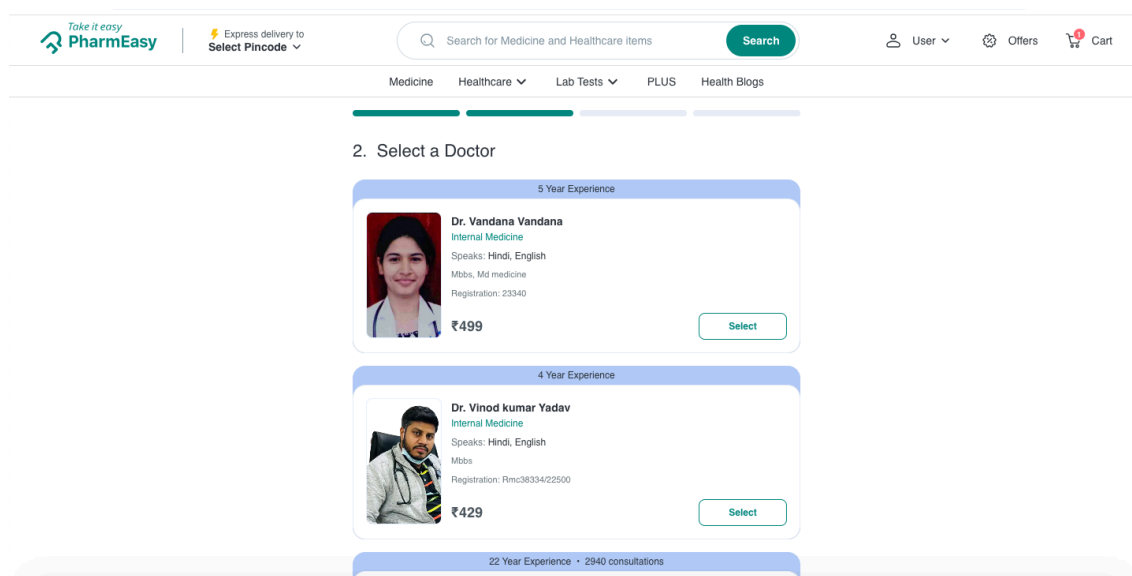


Fig. 35. PharmEasy List of Doctors for Diabetes.

Here, we click on the list of doctors for diabetes. Here, Google Analytics and Criteo receive information about the user selecting speciality. However, selected speciality 'Diabetes' is not shared with the third parties.

```
https://www.google-analytics.com/g/collect?v=2&tid=G-YLL6W14B3J&gtm=45je52d0v8849
67894za200&_p=1739874281301&gcd=131313131211&n timer=0&dma=0&tag_exp=102067808~102482
433~102539968~102558064~102587591~102605417~102640600&ul=en-gb&sr=1440x900&cid=15
50806763.1739874043&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%25
3DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uap
v=10.15.7&uaw=0&are=1&frm=0&pscdl=noapi&_eu=ABAI&_s=3&dl=https%3A%2F%2FPharmEasy.
in%2Fdoctor-consultation%2Flanding%3Fsrc%3Dhomecard&dp=%2Fdoctor-consultation%2Fs
elect-speciality&sid=1739874044&sct=1&seg=1&en=page_view&_ee=1&ep.ua_dimension_3=
true&ep.ua_dimension_4=false&ep.ua_dimension_6=25127098&ep.ua_dimension_13=false&
ep.ua_dimension_18=GTM-W5PR55Z%20-%20649%20-%20gtm.historyChange&ep.ua_dimension_
5=1550806763.1739874043&_et=26104&tfd=442808
```

```
https://sslwidget.criteo.com/event?a=49943&v=5.32.0&otl=1&p0=e%3Ddexd%26site_type%
3Dd&p1=e%3Dvh&p2=e%3Ddis&bundle=bg3UNF9VQlFpViUyQlhJMmoyWXZIEGZTSCUyRkIaeGNuTUtnV
nlUZ3RweSUyQjhFQ2x4a0l4dU1WU3ZWMH1JdJF1c0olMkJreG0lMkJtOXA0UVMYQWZQNdlYU1c3OWc2TF
p6cGR6Y3JYY2Q5c2VhOGVaVmFnQXhvb1hrMDRWQjBiVEQlMkJFcSUyQnRvdnMwRDRVVFHFNJTJGSiUyQlN
LSnhKNRhcKzjWmg1MkJKc3lkVHJ0Ync1ZzFTTVd2cTRidTF4bTRGbTVxaG5pdmY3dXpIU1ZRVkRkSVhx
JTJCV2gySFG5WDQ5M0c0UXAxQ1glUSUzRCUzRA&sc=%7B%22fbp%22%3A%22fb.1.1739874047169.76
8715638145561771%22%7D&tld=PharmEasy.in&dy=1&fu=https%253A%252F%252FPharmEasy.in%
252Fdoctor-consultation%252Fselect-speciality&pu=https%253A%252F%252FPharmEasy.in
%252F&ceid=14754e29-07c4-48fb-913f-650bbdae7e08
```

2. Select a Doctor

5 Year Experience



Dr. Vandana Vandana

Internal Medicine

Speaks: Hindi, English

Mbbs, Md medicine

Registration: 23340

₹499

Select

Fig. 36. PharmEasy Selected Doctor

This particular doctor is selected from the list.

Here, Google Analytics receives information about doctor consultation. However, here too, no specific details of the doctor are shared.

```
https://www.google-analytics.com/g/collect?v=2&tid=G-YLL6W14B3J&gtm=45je52d0v8849
67894za200&_p=1739874281301&gcd=131313131211&n timer=0&dma=0&tag_exp=102067808~102482
433~102539968~102558064~102587591~102605417~102640600&ul=en-gb&sr=1440x900&cid=15
50806763.1739874043&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%25
3DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uap
v=10.15.7&uaw=0&are=1&frm=0&pscdl=noapi&_eu=ABAI&_s=7&dl=https%3A%2F%2FPharmEasy.
in%2Fdoctor-consultation%2Flanding%3Fsrc%3Dhomecard&dp=%2Fdoctor-consultation%2Fs
elect-speciality&sid=1739874044&sct=1&seg=1&en=page_view&_ee=1&ep.ua_dimension_3=
true&ep.ua_dimension_4=false&ep.ua_dimension_6=25127098&ep.ua_dimension_13=false&
ep.ua_dimension_18=GTM-W5PR55Z%20-%20649%20-%20gtm.historyChange&ep.ua_dimension_
5=1550806763.1739874043&_et=26104&tfd=442808
```

```
in%2Fdoctor-consultation%2Flanding%3Fsrc%3Dhomecard&dp=%2Fdoctor-consultation%2Fpatient-details&sid=1739874044&sct=1&seg=1&en=page_view&_ee=1&ep.ua_dimension_3=true&ep.ua_dimension_4=false&ep.ua_dimension_6=25127098&ep.ua_dimension_13=false&ep.ua_dimension_18=GTM-W5PR55Z%20-%20649%20-%20gtm.historyChange&ep.ua_dimension_5=1550806763.1739874043&_et=33091&tfd=989604
```

Medicine Healthcare Lab Tests PLUS Health Blogs

3. For whom do you want this consultation?

Contact Number*
1234512345

Patient Name*
Test

Patient Age*
30

Gender
☒ Male
 ☐ Female
 ☐ Other

Proceed to slot selection

Fig. 37. PharmEasy Consultation booking form

Google Analytics and Criteo receive information about the user reaching patient details form. However, no identifiable information of the patient is shared in the URL string.

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=1485156448&t=pageview&_s=1&dl=https%3A%2F%2FPharmEasy.in%2Fdoctor-consultation%2Flanding%3Fsrc%3Dhomecard&dp=%2Fdoctor-consultation%2Fpatient-details&ul=en-gb&de=UTF-8&sd=24-bit&sr=1440x900&vp=1440x725&je=0&_u=QACAAAABAAAAACgEC~&jid=2095885883&gjid=1522790397&cid=1550806763.1739874043&tid=UA-60621013-1&_gid=1872185386.1739874043&_r=1&_slc=1&gtm=45He52d0n81W5PR55Zv77403633za200&cd3=false&cd4=false&cd6=25127098&cd13=false&cd18=GTM-W5PR55Z%20-%20649%20-%20gtm.js&gcd=13131313111&dma=0&tag_exp=101732279~101732281~102067808~102482433~102539968~102558064~102587591~102605417~102640600&z=1203990798
```

```
https://sslwidget.criteo.com/event?a=49943&v=5.32.0&otl=1&p0=e%3Ddexd%26site_type%3Dd&p1=e%3Dvh&p2=e%3Ddis&bundle=bg3UNF9VQlFpViUyQlhJMmoyWXZIEGZTSCUyRklaeGNuTUtnVnlUZ3RweSUyQjhFQ2x4a0l4dU1WU3ZWMLHJdjF1c0olMkJreG0lMkJtOXA0UVMYQWZQNDlYU1c3OWc2TFp6cGR6Y3JYY2Q5c2VhOGVaVmFnQXhvb1hrMDRWQjBiVEQlMkJFcSUyQnRvdnMwRDRVVFHNJTJGSiUyQlNLSnhKNnRhckZjWmg1MkJKc3lkVHJ0Ync1ZzFTTVd2cTRidTF4bTRGbTVxaG5pdmY3dXpIU1ZRVkRkSVhxJTJCV2gySFg5WDQ5M0c0UXAxQ1g1USUzRCUzRA&sc=%7B%22fbp%22%3A%22fb.1.1739874047169.768715638145561771%22%7D&tld=PharmEasy.in&dy=1&fu=https%253A%252F%252FPharmEasy.in%252Fdoctor-consultation%252Fpatient-details&pu=https%253A%252F%252FPharmEasy.in%252F&ceid=df99f516-e3db-4c26-bee0-7dd4b50c7768
```

```
https://analytics.google.com/g/collect?v=2&tid=G-J4XE9SW84F&gtm=45je52d0v873307783z877403633za200zb77403633&_p=1739875408116&gcd=13131313111&npa=0&dma=0&tag_exp=
```

```
102067808~102482432~102539968~102558064~102587591~102605417~102640599&cid=1550806763.1739874043&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_s=1&sid=1739874042&sct=1&seg=1&dl=https%3A%2F%2FPharmEasy.in%2Fdoctor-consultation%2Fpatient-detail&s&dr=https%3A%2F%2FPharmEasy.in%2F&dt=&en=page_view&ep.isFirstFulfilled=false&ep.isFirstChronicFulfilled=false&ep.isFirstPlaced=false&ep.GTM_container_Version=GTM-W5PR55Z%20-%20649%20-%20gtm.js&ep.Client_ID_hit=1550806763.1739874043.&ep.User_ID_hit=25127098&ep.User_Type_hit=logged%20out&up.Client_ID=1550806763.1739874043.&up.User_ID=25127098&up.User_Type=logged%20out&tfd=2244
```

Take it easy
PharmEasy

Express delivery to
Select Pincode

Search for Medicine and Healthcare Items

Search

User

Offers

Cart

Medicine Healthcare Lab Tests PLUS Health Blogs

4. Select your preferred slot for consultation

Date

18 Feb Today 19 Feb Tomorrow 20 Feb Thursday 21 Feb Friday 22 Feb Saturday 23 Feb Sunday

Time Slot

4:30 PM - 4:45 PM 4:45 PM - 5:00 PM

5:00 PM - 5:15 PM 5:15 PM - 5:30 PM

5:30 PM - 5:45 PM 5:45 PM - 6:00 PM

6:00 PM - 6:15 PM 6:15 PM - 6:30 PM

6:30 PM - 6:45 PM 6:45 PM - 7:00 PM

Confirm Slot

Fig. 38. Slot selection page.

```
https://analytics.google.com/g/collect?v=2&tid=G-J4XE9SW84F&gtm=45je52d0v873307783z877403633za200zb77403633&_p=1739875408116&gcd=131313131111&n timer=0&dma=0&tag_exp=102067808~102482432~102539968~102558064~102587591~102605417~102640599&cid=1550806763.1739874043&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_s=3&sid=1739874042&sct=1&seg=1&dl=https%3A%2F%2FPharmEasy.in%2Fdoctor-consultation%2Fselect-slot&dr=https%3A%2F%2FPharmEasy.in%2F&dt=&en=page_view&ep.isFirstFulfilled=false&ep.isFirstChronicFulfilled=false&ep.isFirstPlaced=false&ep.GTM_container_Version=GTM-W5PR55Z%20-%20649%20-%20gtm.historyChange&ep.Client_ID_hit=1550806763.1739874043.&ep.User_ID_hit=25127098&ep.User_Type_hit=logged%20out&_et=13255&tfd=59238
```

The navigation ends here.

II.III.III. PharmEasy Medicine Booking Analysis

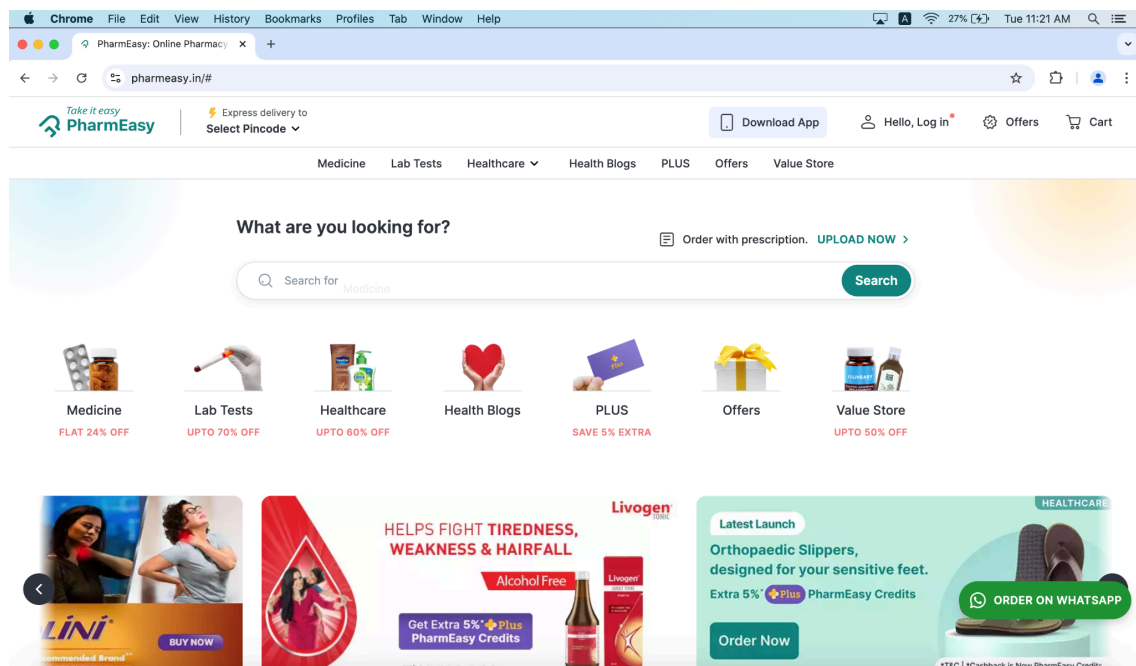


Fig. 39. PharmEasy Home Page.

The user lands on the PharmEasy home Page after entering the website's URL.

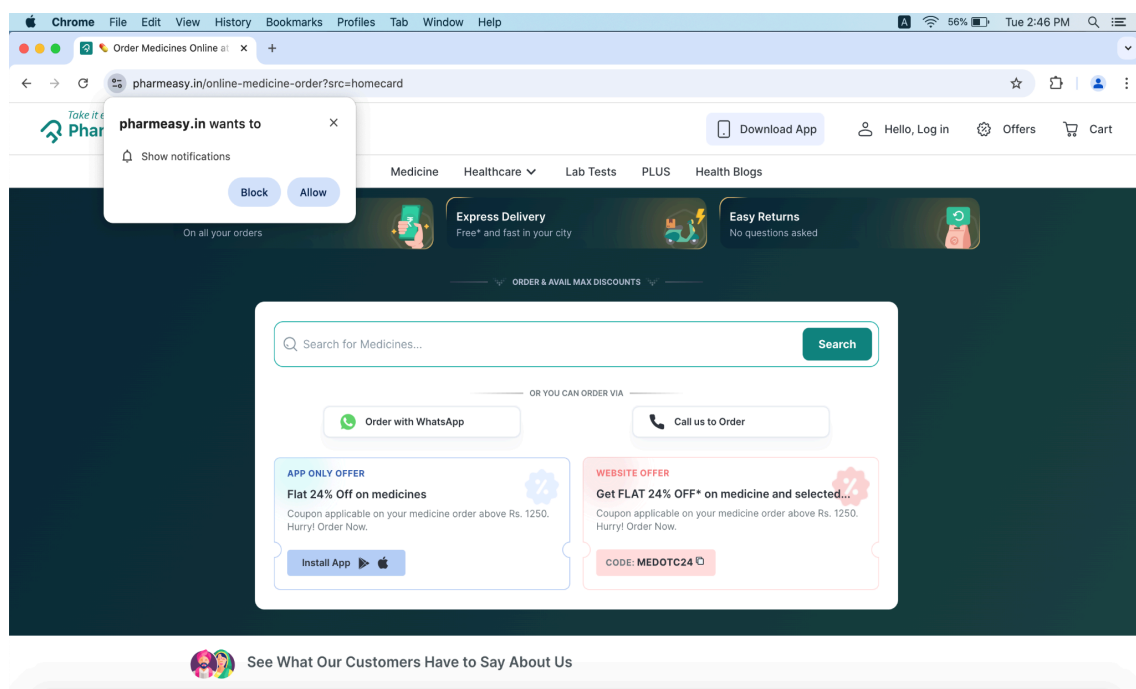


Fig. 40. PharmEasy notification Permission.

On landing on the home page, the application seeks the user's permission for sharing notifications.

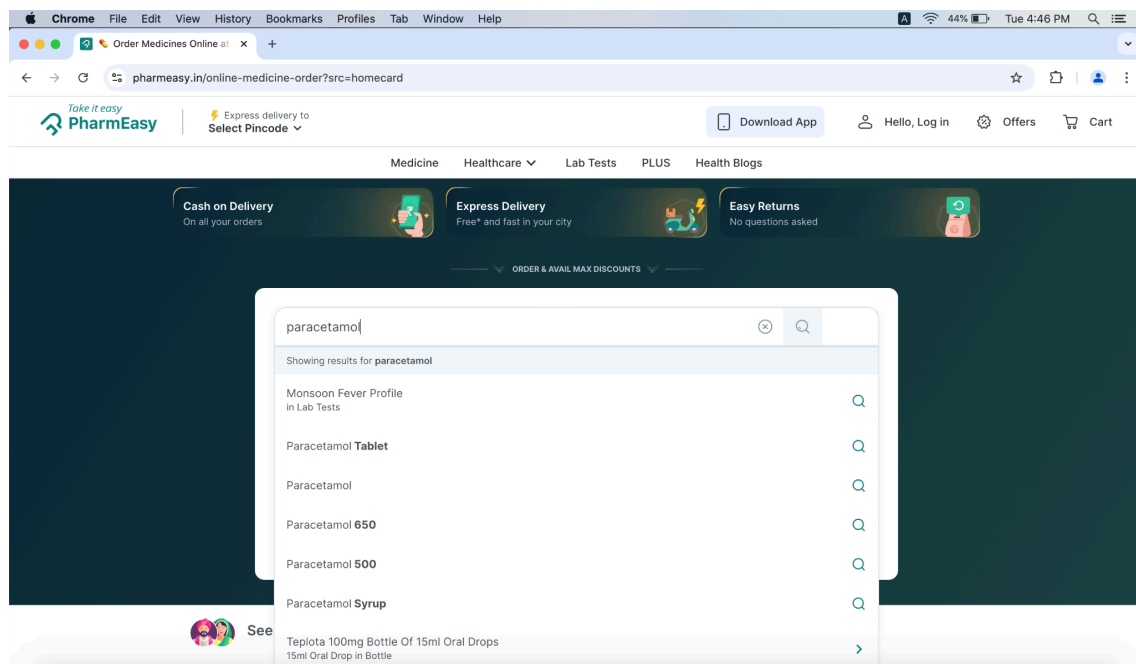


Fig. 41. PharmEasy Medicine Search.

We search for paracetamol medicine on the website.

At this point, Google Analytics receives information regarding the user's navigation to the medicine ordering page.

```
https://analytics.google.com/g/collect?v=2&tid=G-J4XE9SW84F&gtm=45je4be0v873307783z877403633za200zb77403633&_p=1732007788843&_gaz=1&gcd=131313131111&npa=0&dma=0&tag_exp=101925629~102067555~102067808~102077855&cid=1482071851.1731583070&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_s=2&sid=1732014966&sct=4&seg=0&dl=https%3A%2F%2FPharmEasy.in%2Fonline-medicine-order%3Fsrc%3Dhomecard&dr=https%3A%2F%2FPharmEasy.in%2F&dt=%F0%9F%92%8A%20Order%20Medicines%20Online%20at%20Flat%2024%25%20ff%20%7C%20Home%20Delivery&en=search_bar&_ss=2&ep.eventAction=search_started&ep.eventLabel=i_enrolled_in_experiment&ep.isFirstFulfilled=false&ep.isFirstChronicFulfilled=false&ep.isFirstPlaced=false&ep.isCustomerChronic=false&ep.GTM_container_Version=GTM-W5PR55Z%20-%20635&tfd=3318173
```

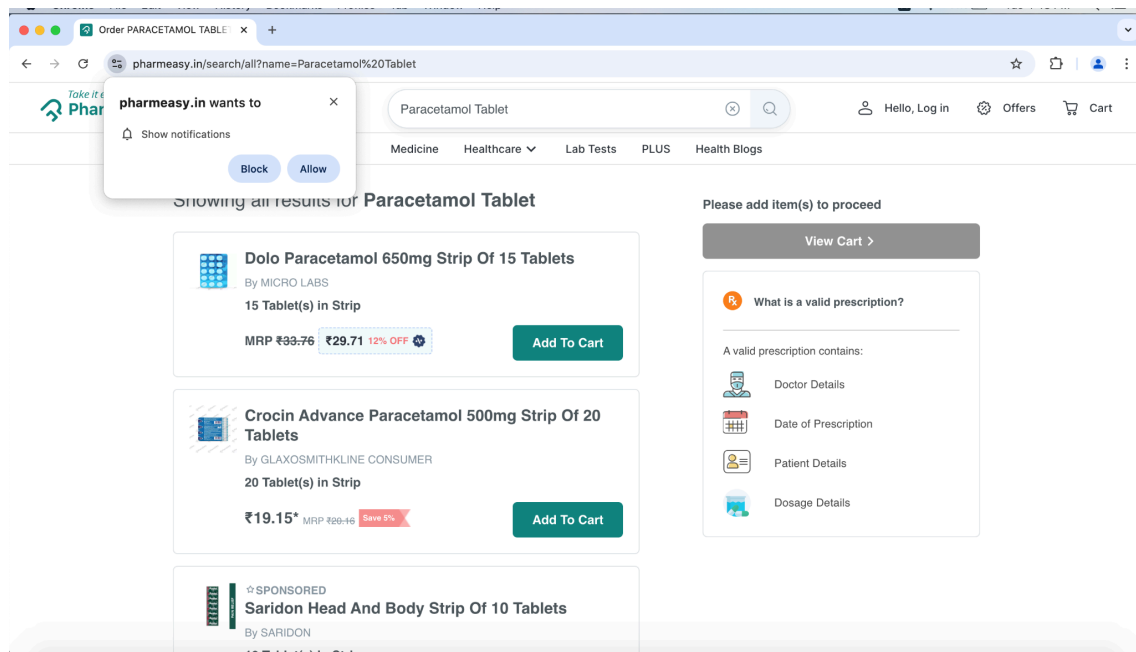


Fig. 42. PharmEasy Paracetamol Search Results.

We see these search results for the user's search for a paracetamol tablet.

The following third parties receive information regarding the user's search for the paracetamol medicine.

- Google Analytics
- Criteo
- Dotomi
- Bing

Findings: Google Analytics, Criteo, Dotomi and Bing receive information about the user's search for paracetamol.

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=188416033&t=event&ni=0&_s=1&dl=https%3A%2F%2FPharmEasy.in%2Fonline-medicine-order%3Fsrc%3Dhomecard&ul=en-gb&de=UTF-8&dt=%F0%9F%92%8A%20Order%20Medicines%20Online%20at%20Flat%2024%25%20of%20%7C%20Home%20Delivery&sd=24-bit&sr=1440x900&vp=1440x725&je=0&ec=search_bar&ea=search_completed&el=Paracetamol%20Tablet&_u=SACAAEABAAAAACgEKAC~&jid=781873125&gid=1746233491&cid=1482071851.1731583070&tid=UA-60621013-1&_gid=566356471.1732007762&_r=1&gtm=45He4be0n81W5PR55Zv77403633za200&cd3=false&cd4=false&cd6=logged%20out&cd13=false&cd18=GTM-W5PR55Z%20-%20635&gcd=13131313111&dma=0&tag_exp=101925629~102067555~102067808~102077855&cd8=false&cd5=1482071851.1731583070&z=1308473138
```

```
https://sslwidget.criteo.com/event?a=49943&v=5.29.0&otl=1&p0=e%3Ddex%26site_type%3Dd&p1=e%3Dvh&p2=e%3Ddis&adce=1&bundle=CEOUIV9FOTNHUFpXUUtHM21PaHJuWlhiekx0Tmt6bXR3UFZBbt1ja3JhdmFrVXFETG9YRWZaWkQzT1dqRXZGbg40UiUyQiUyRnN2MEtvsUQ3S2twbFRYTEZ6VmVJTzQ4OHhpQlpHeDY4NGdUU3hkcGJUeW1ms2tXWldLbk9zZWQzcWdicyUyRnRka3A5S2k1MkZYN01Tem1ZdHpHRTQ4akoyYm9IT20weXF0cn11OE9ESU9SdmI0UkglMkY1YjZvTGxKeW9rTUIwemg3dmloYTUyZHh0amF3aEtvWU4JTJCYUhIN3FnJTNEJTNE&sc=%7B%22fbp%22%3A%22fb.1.1731583074846.107984182201520782%22%7D&tld=PharmEasy.in&dy=1&fu=https%253A%252F%252FPharmEasy.in%252Fsearch%252Fall%253Fname%253DParacetamol%252520Tablet&pu=https%253A%252F%252FPharmEasy.in%252Fonline-medicine-order%253Fsrc%253Dhomecard&ceid=df45cecb-9cb7-4829-ba0e-4f5559cba586
```

```
https://login-ds.dotomi.com/profile/visit/final/js?dtm_token_dc=AQANB3VIGtFgXwFnJiLlAQBBbQABAQCSK2XORwEBAJirZc5H&dtm_form_uid=819007842483631051&dtm_token_ls=AQANB3VIGtFgXwFnJiLlAQBBbQABAQCSK2XORwEBAJirZc5H&cachebuster=1732015076734&tcflag=true&dtm_token_assignment_type=1&dtm_cid=82028&dtm_fid=101&dtm_use_flash_cookies=false&dtm_zip_code=110062&fp_assignment_type=1&dtm_user_dc=sin&dtm_id_assgn_type=1&dtm_state=DL&dtm_user_agent=Mozilla%2F5.0%20(Macintosh%3B%20Intel%20Mac%20OS%20X%2010_15_7)%20AppleWebKit%2F537.36%20(KHTML%2C%20like%20Gecko)%20Chrome%2F128.0.0.0%20Safari%2F537.36&dtm_country_code=IN&init_wl_code=3&ops_test_camp=false&dtm_token=AQANB3VIGtFgXwFnJiLlAQBBbQABAQCSK2XORwEBAJirZc5H&dtm_dma_code=356001&dtm_cmagic=082916&dtm_token_ss=AQANB3VIGtFgXwFnJiLlAQBBbQABAQCSK2XORwEBAJirZc5H&dtm_client_optout=false&wl_domains_key=PharmEasy.in&dtm_promo_id=7&dtm_cookies_enabled=true&dtm_consent=true&dtm_user_id=undefined&dtmc_category=undefined&dtmc_product_id=undefined&dtmc_brand=undefined&dtmc_chronic=undefined&dtmc_total_amount=undefined&dtmc_rxRequired=undefined&data_object_type_code=1&canonical_url=https%3A%2F%2FPharmEasy.in%2Fsearch%2Fall%3Fname%3DParacetamol%2520Tablet&dtmc_ref=https%3A%2F%2FPharmEasy.in%2Fonline-medicine-order%3Fsrc%3Dhomecard&dtmc_loc=https%3A%2F%2FPharmEasy.in%2Fsearch%2Fall%3Fname%3DParacetamol%2520Tablet&dtm_token_sc=AQANB3VIGtFgXwFnJiLlAQBBbQABAQCSK2XORwEBAJirZc5H&dtm_sync=0%2420041%2420046%2441703-0%2317100-0%2315900-0%23&cli_promo_id=7&dtm_items=%2522%2522&dtmc_coupons=%2522%2522&dtmc_bypass_channel=%2522%2522&cmps_queried=true&dtm_paapi=1
```

```
https://bat.bing.com/action/0?ti=5710336&tm=gtm002&Ver=2&mid=0e8099ad-a279-45b7-a9e5-d4b9c22c4d88&bo=1&sid=e5979840a65611ef94c2bf83628d1aab&vid=15ed5be0a27a11efb60ac1d70805e893&vids=0&msslkid=N&pi=918639831&lg=en-GB&sw=1440&sh=900&sc=24&t1=Order%20PARACETAMOL%20TABLET%20Online%20-%20PharmEasy&p=https%3A%2F%2FPharmEasy.in%2Fsearch%2Fall%3Fname%3DParacetamol%2520Tablet&r=https%3A%2F%2FPharmEasy.in%2Fonline-medicine-order%3Fsrc%3Dhomecard&lt=1238&evt=pageLoad&sv=1&cdb=AQAQ&rn=8605
```

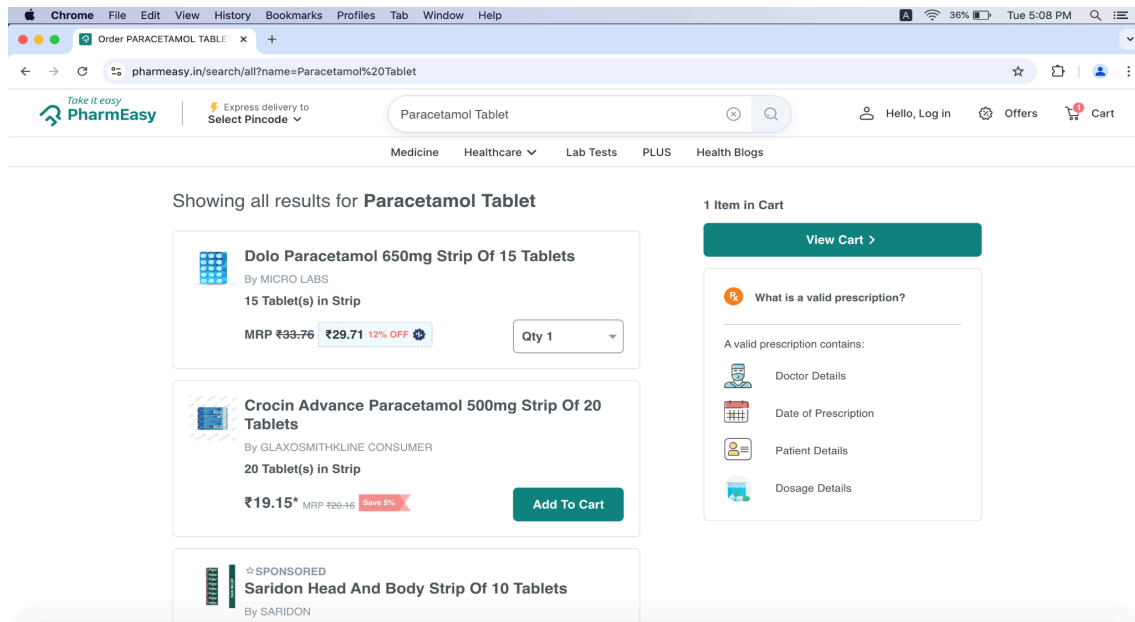


Fig. 43. Selection of Dolo Paracetamol 650 Strip

We are shown these search results for 'Paracetamol Tablet'.

At this point in the navigation, Criteo receives information that the user has searched for a Paracetamol tablet on the medicine orders page.

Finding: Criteo again receives information about the user's search for a Paracetamol tablet.

```
https://sslwidget.criteo.com/event?a=49943&v=5.29.0&otl=1&csp-nonce=undefined&p0=e%3Dexd%26site_type%3Dd&pl=e%3Dac%26p%3D%255Bi%25253Dundefined%252526pr%25253Dundefined%252526q%25253D1%255D&p2=e%3Ddis&adce=1&bundle=SrOT419FOTNHUFpXUUtHM21PaHJuWlhiekxpcVUwJTJCdVnQS2F3M3U2WjdWaSUyQkNpSjhMYmtENVZ2Y1VKZ2x0cXA4dERid01GRTZRQ1NmS2FuWkgzeE5ZT2ZLaGJKY1Ywd2xXV01QZ1UzdkpaN1pZc3ROSWF5WVBKd2hQNTFLcmNITjBnWVdRSXU2bDY5c0hKNEhpN01rbyUyQkdJQW5aZDh3MHF2ckdadm5CZSUyQnVwdXoyeVU3ZVFFcHROT1ZRMGJ0MlFyMEtueAGVjY3l3azdlMTNSRGVUeXpvNXdzS1ElM0Q1M0Q&sc=%7B%22fbp%22%3A%22fb.1.1731583074846.107984182201520782%22%7D&tlid=PharmEasy.in&dy=1&fu=https%253A%252F%252FPharmEasy.in%252Fsearch%252Fall%253Fname%253DParacetamol%252520Tablet&pu=https%253A%252F%252FPharmEasy.in%252Fonline-medicine-order%253Fsrc%253Dhomecard&ceid=722b377a-e825-4947-a9bf-407bbc126778
```

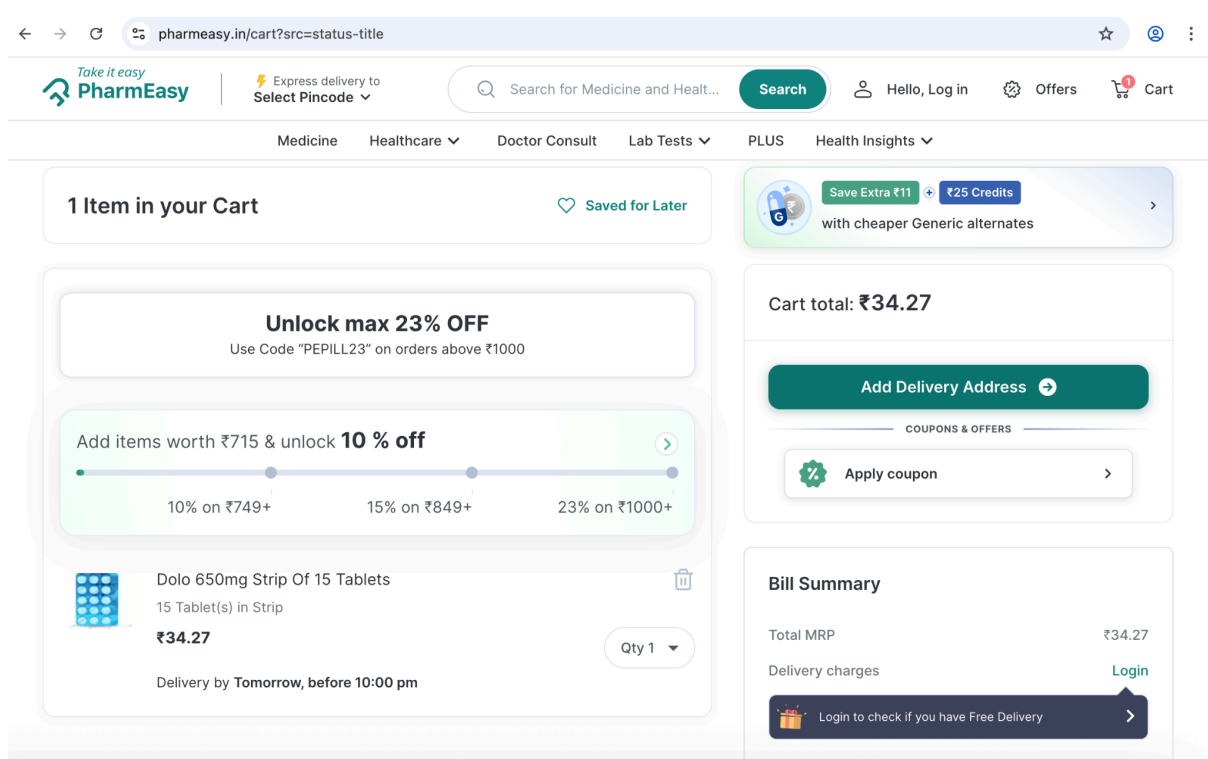


Fig 44. PharmEasy Medicine Check-out Cart.

After proceeding to the cart, we are prompted to login into the application or share delivery address.

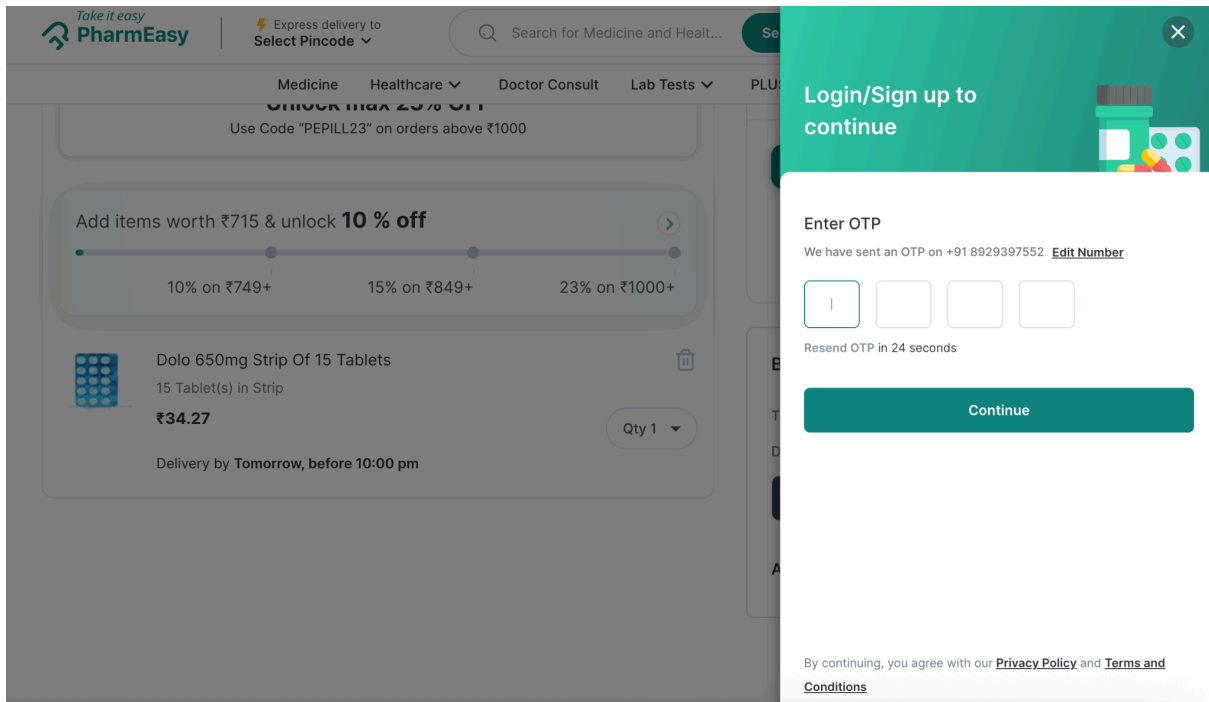


Fig 45. Login Screen on Medicines Booking Page.

We login into the application, and end the navigation here.

II.III.IV. PharmEasy Lab Test Booking Analysis

Home Page

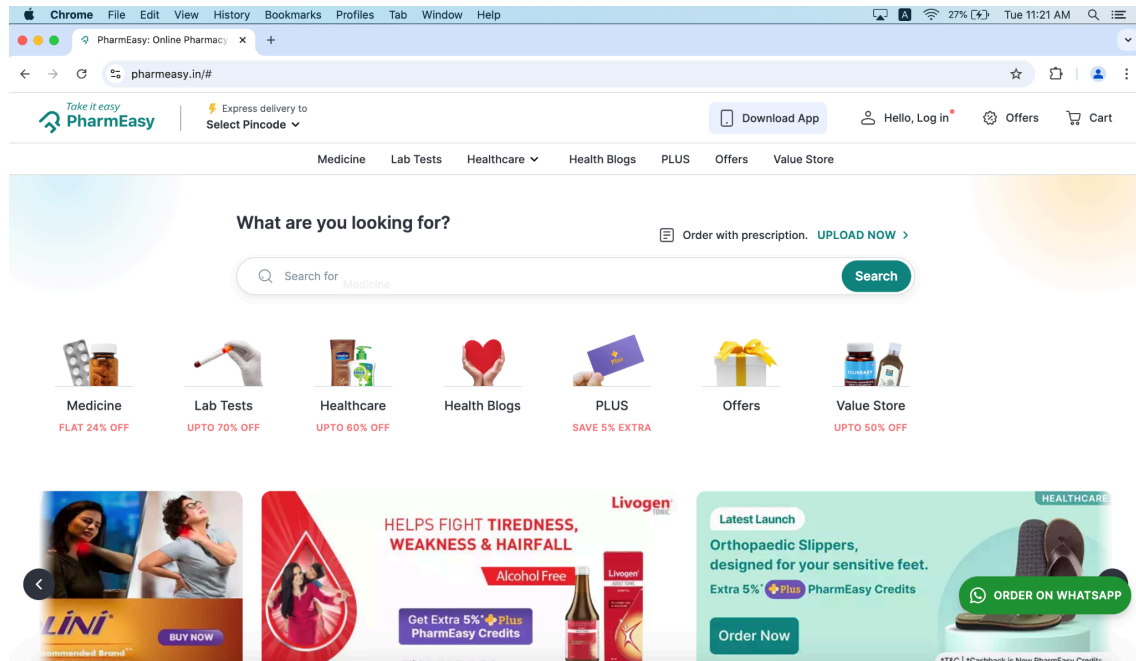


Fig. 45. PharmEasy home page.

We land on the home page after entering the PharmEasy URL.

On the home page, Google Analytics and Bing receive information about the user landing on an online pharmacy/medical store.

```
https://analytics.google.com/g/collect?v=2&tid=G-XJY1F0EN7Z&gtm=45je52d0v9113009223za200
&p=1739874041102&_gaz=1&gcd=131313131211&npa=0&dma=0&tag_exp=101509157~102067808~102482
433~102539968~102558064~102587591~102605417~102640599&ul=en-gb&sr=1440x900&cid=155080676
3.1739874043&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3
B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&
are=1&pae=1&frm=0&pscdl=noapi&_eu=EBAI&_s=1&dl=https%3A%2F%2FPharmEasy.in%2F&dp=%2F&dt=P
harmEasy%3A%20Online%20Pharmacy%20%26%20Medical%20Store%20in%20India%20%7C%2050%20Lakhs%
2B%20Customers.&sid=1739874043&sct=1&seg=0&en=page_view&fv=1&ss=1&ee=1&ep.ua_dimensio
n_3=false&ep.ua_dimension_4=false&ep.ua_dimension_6=logged%20out&ep.ua_dimension_13=fals
e&ep.ua_dimension_18=GTM-W5PR55Z%20-%20649%20-%20gtm.js&tfd=8269
```

```
https://bat.bing.com/action/0?ti=5710336&tm=gtm002&Ver=2&mid=f1036adb-e420-4129-b306-74fa
bb3e9268&bo=1&sid=02c293d0ede211efb62247af3b6b43b8&vid=02c2bde0ede211efacbe453928778454&v
ids=1&mssclkid=N&pi=918639831&lg=en-GB&sw=1440&sh=900&sc=24&tl=PharmEasy%3A%20Online%20Pha
rmacy%20%26%20Medical%20Store%20in%20India%20%7C%2050%20Lakhs%2B%20Customers.&kw=pharmacy
,%20medical%20stores,%20online%20pharmacy,%20online%20pharmacy%20India,%20best%20online%2
0pharmacy,%20online%20pharmacy%20india,%20online%20medical%20store,%20online%20medicine%2
0store,%20online%20medical%20shop,%20online%20medical%20store%20India&p=https%3A%2F%2FPha
rmEasy.in%2F&r=&lt=5456&evt=pageLoad&sv=1&cdb=AQAQ&rn=652272
```

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=948525493&t=pageview&_s=1&dl=https%3A%2F%2FPharmEasy.in%2F&dp=%2F&ul=en-gb&de=UTF-8&dt=PharmEasy%3A%20Online%20Pharmacy%20%26%20Medical%20Store%20in%20India%20%7C%2050%20Lakhs%2B%20Customers.&sd=24-bit&sr=1440x900&vp=1440x725&je=0&_u=YADAAAABAAAAACgEC~&jid=1058573517&gjid=205357591&cid=1550806763.1739874043&tid=UA-60621013-1&_gid=1872185386.1739874043&_r=1&_slc=1&gtm=45He52d0n81W5PR55Zv77403633za200&cd3=false&cd4=false&cd6=logged%20out&cd13=false&cd18=GTM-W5PR55Z%20-%20649%20-%20gtm.js&gcd=131313131111&dma=0&tag_exp=101732279~101732281~102067808~102482433~102539968~102558064~102587591~102605417~102640600&z=1155679314
```

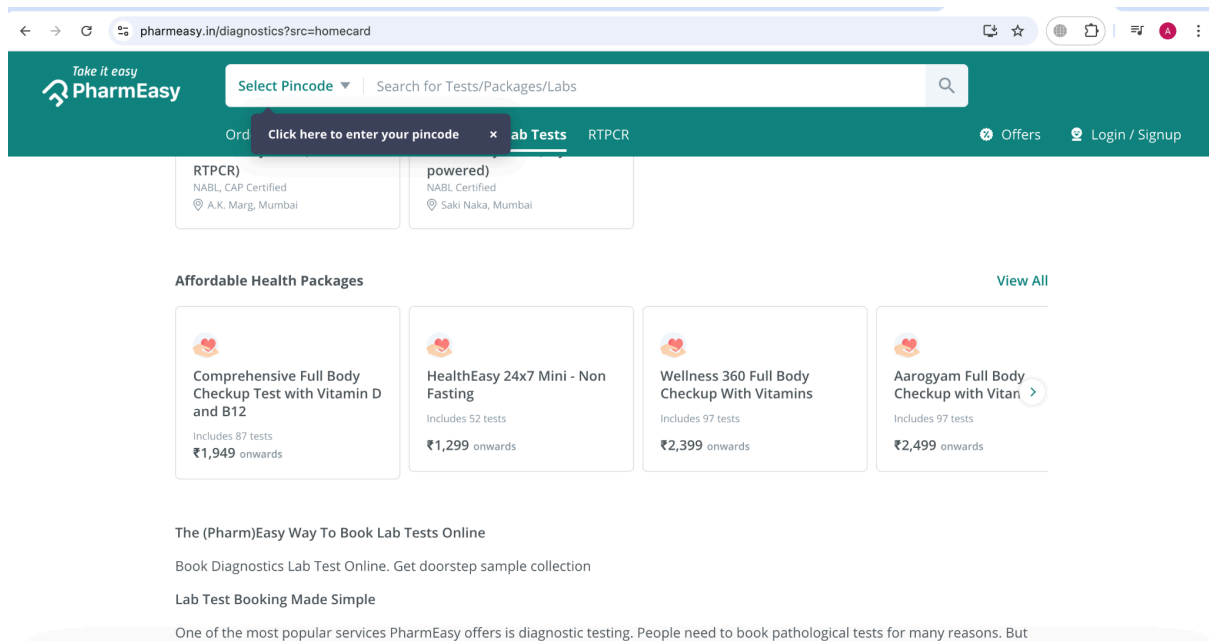


Fig. 46. Lab Tests/Diagnostics Page.

We then navigate to the diagnostics page by clicking on 'lab tests'.

Navigation to Lab test Page.

Information regarding the user's navigation to the diagnostics page is shared with Google Analytics and Criteo.

```
https://analytics.google.com/g/collect?v=2&tid=G-J4XE9SW84F&gtm=45je4b70v873307783za200zb77403633&_p=1731392514287&gcd=131313131111&npa=0&dma=0&tag_exp=101823848~101925629~102067554~102077854&cid=1888350664.1731390603&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&are=1&pa=1&frm=0&pscdl=noapi&_s=2&sid=1731390602&sct=1&seg=1&dl=https%3A%2F%2FPharmEasy.in%2F&dt=Find%20Diagnostics%20Centres%20%26%20Book%20Pathology%20Lab%20Tests%20Online%20%26%20Enjoy%20Discounts%20Upto%2070%25%20%7C%20PharmEasy&en=user_engagement&_et=6505&tfd=28358
```

```
sslwidget.criteo.com
/event?a=49943&v=5.29.0&otl=1&p0=e%3Dexd%26site_type%3Dd&p1=e%3Dvh&p2=e%3Ddis&a&dce=1&bundle=nF3Tp19jRlhNQ1RmbW94bERLQnRPaWdiTE9pcU9GYmJTU0xmJTJCbGs1MkI2UFdybE
```

JCCmpDQ0l6aCUyRmRnOXF1NWROanU1MkY1MkJUQXBNTJTGeWxyOGk2d2hzb2ZNNnltTVo4REF1ZnU3bTFjcFdqSWJna3N3OTZvcEdzUHY2MTVsSndxUFhGQ2Q1VWZKZXJFMHVBVE1mYjZ0S09ybDJhcHVBQ0FxVjhISm94bFo4RHF6ZGFBYWJ6cUU0QkpTdXlxaKhZak5Ua0Q0UjR5R2szUGs1MkY1UUJpWfN6TkVrRmhadjM2MEE1M0Q1M0Q&sc=%7B%22fbp%22%3A%22fb.1.1731390607818.986182379746739386%22%7D&tlD=PharmEasy.in&dy=1&fu=https%253A%252F%252FPharmEasy.in%252Fdiagnostics%252Fpackages%252F1794&pu=https%253A%252F%252FPharmEasy.in%252Fdiagnostics%253Fsrc%253Dhomecard&ceid=f7945619-91df-48e7-8a6d-e3ce72058cba

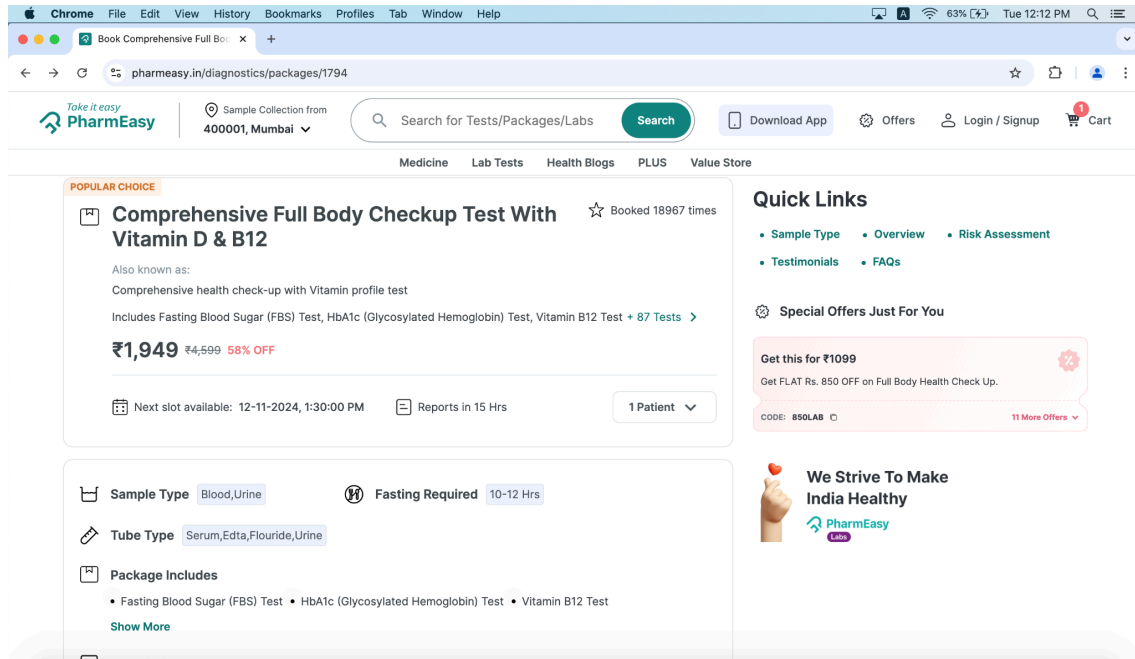


Fig. 47. Details of the Test Selected in Expanded View.

Here, we select a Full body check up test with Vitamin D and B12.

Google Analytics, Dotomi, Bing, GoogleAds were receiving information on the name of the diagnostic package 'Comprehensive Full Body Checkup with Vitamin D' selected by the user.

https://www.google-analytics.com/j/collect?v=1&_v=j101&a=517847487&t=pageview&_s=1&dl=https%3A%2F%2FPharmEasy.in%2Fdiagnostics%3Fsrc%3Dhomecard&dp=%2Fdiagnostics%2Fpackages%2F1794&ul=en-gb&de=UTF-8&dt=Book%20Comprehensive%20Full%20Body%20Checkup%20Test%20with%20Vitamin%20D%20%26%20B12%2C%20get%20free%20Sample%20Collection%20%7C%20PharmEasy&sd=24-bit&sr=1440x900&vp=1440x724&je=0&_u=QACAAAABAAAAACgEC~&jid=&gjid=&cid=1888350664.1731390603&tid=UA-60621013-1&_gid=192494127.1731390603&_slc=1>m=45He4b70n81W5PR55Zv77403633za200&cd3=false&cd4=false&cd6=logged%20out&cd13=false&cd18=GTM-W5PR55Z%20-%20635%20-%20gtm.js&gcd=131313131111&dma=0&tag_exp=101823848~101925629~102077855&z=80554811

td.doubleclick.net
/td/rul/467514308?random=1731392542409&cv=11&fst=1731392542409&fmt=3&bg=ffffff&guid=ON&async=1>m=45be4b70z877403633za201zb77403633&gcd=131313131111&dma=0&tag_exp=101823848~101925629~102077855&u_w=1440&u_h=900&url=https%3A%2F%2FPharmEasy.in%2Fdiagnostics%2Fpackages%2F1794&ref=https%3A%2F%2FPharmEasy.in%2Fdiagnostics%3Fsrc%3Dhomecard&hn=www.googleadservices.com&frm=0&tiba=Book%20Comprehensive

%20Full%20Body%20Checkup%20Test%20with%20Vitamin%20D%20%26%20B12%2C%20get%20free%20Sample%20Collection%20%7C%20PharmEasy&npa=0&pscdl=noapi&auid=1527811714.1731390603&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&fledge=1

bat.bing.com

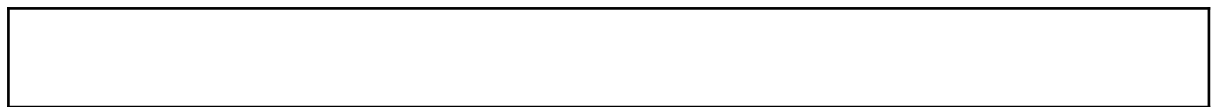
/action/0?ti=5710336&tm=gtm002&Ver=2&mid=e490cafa-e186-4f44-abfa-1e24db5a1372&b
o=1&sid=f65303f0a0b911ef972a2703578edee0&vid=f6532a00a0b911ef833acbce43092c9d&v
ids=0&msclkid=N&pi=918639831&lg=en-GB&sw=1440&sh=900&sc=24&tl=Book%20Comprehens
ive%20Full%20Body%20Checkup%20Test%20with%20Vitamin%20D%20%26%20B12,%20get%20fr
ee%20Sample%20Collection%20%7C%20PharmEasy&p=https%3A%2F%2FPharmEasy.in%2Fdiagn
ostics%2Fpackages%2F1794&r=https%3A%2F%2FPharmEasy.in%2Fdiagnostics%3Fsrc%3Dhom
ecard<=1401&evt=pageLoad&sv=1&cdb=AQAQ&rn=411900

login-ds.dotomi.com

/profile/visit/final/js?dtm_token_dc=AQANWJd0aFdQpwFB37fFAQBbQABAQCSh-r_XgEBAJ
If6v9e&dtm_form_uid=847007832526025234&dtm_token_ls=AQANWJd0aFdQpwFB37fFAQBbQQA
BAQCSh-r_XgEBAJIf6v9e&cachebuster=1731392542326&tcflag=true&dtm_token_assignmen
t_type=1&dtm_cid=82028&dtm_fid=101&dtm_use_flash_cookies=false&dtm_zip_code=411
036&fp_assignment_type=1&dtm_user_dc=sin&dtm_id_assgn_type=1&dtm_state=MH&dtm_u
ser_agent=Mozilla%2F5.0%20(Macintosh%3B%20Intel%20Mac%20OS%20X%2010_15_7)%20App
leWebKit%2F537.36%20(KHTML%2C%20like%20Gecko)%20Chrome%2F128.0.0.0%20Safari%2F5
37.36&dtm_country_code=IN&init_wl_code=3&ops_test_camp=false&dtm_token=AQANWJd0
aFdQpwFB37fFAQBbQABAQCSh-r_XgEBAJIf6v9e&dtm_dma_code=-1&dtm_cmagic=082916&dtm_
token_ss=AQANWJd0aFdQpwFB37fFAQBbQABAQCSh-r_XgEBAJIf6v9e&dtm_client_optout=fal
se&wl_domains_key=PharmEasy.in&dtm_promo_id=5&dtm_cookies_enabled=true&dtm_cons
ent=true&dtm_user_id=false&dtmc_department=diagnostics&dtmc_category=package&dt
mc_product_id=1794&dtmc_chronic=undefined&data_object_type_code=1&canonical_url
=https%3A%2F%2FPharmEasy.in%2Fdiagnostics%2Fpackages%2Fcomprehensive-full-body-
checkup-with-vitamin-d-b12-1794&dtmc_ref=https%3A%2F%2FPharmEasy.in%2Fdiagnosti
cs%3Fsrc%3Dhomecard&dtmc_loc=https%3A%2F%2FPharmEasy.in%2Fdiagnostics%2Fpackage
s%2F1794&dtm_token_sc=AQANWJd0aFdQpwFB37fFAQBbQABAQCSh-r_XgEBAJIf6v9e&dtm_sync
=0%2420039%2420039%2417100-0%2315900-0%23&cli_promo_id=5&dtm_items=%2522%2522&d
tmc_coupons=%2522%2522&dtmc_bypass_channel=%2522%2522&cmps_queried=true&dtm_paa
pi=1

https://googleads.g.doubleclick.net/pagead/viewthroughconversion/467514308/?rando
m=1731392542409&cv=11&fst=1731392542409&bg=ffffff&guid=ON&async=1>m=45be4b70z87
7403633za201zb77403633&gcd=13131313111&dma=0&tag_exp=101823848~101925629~1020778
55&u_w=1440&u_h=900&url=https%3A%2F%2FPharmEasy.in%2Fdiagnostics%2Fpackages%2F179
4&ref=https%3A%2F%2FPharmEasy.in%2Fdiagnostics%3Fsrc%3Dhomecard&hn=www.googleadse
rvices.com&frm=0&tiba=Book%20Comprehensive%20Full%20Body%20Checkup%20Test%20with%
20Vitamin%20D%20%26%20B12%2C%20get%20free%20Sample%20Collection%20%7C%20PharmEasy
&npa=0&pscdl=noapi&auid=1527811714.1731390603&uaa=x86&uab=64&uafvl=Chromium%3B128
.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138
&uamb=0&uam=&uap=macOS&uapv=10.15.5&uaw=0&fledge=1&rfmt=3&fmt=4

https://bat.bing.com/action/0?ti=5710336&tm=gtm002&Ver=2&mid=e490cafa-e186-4f44-a
bfa-1e24db5a1372&bo=1&sid=f65303f0a0b911ef972a2703578edee0&vid=f6532a00a0b911ef83
3acbce43092c9d&vids=0&msclkid=N&pi=918639831&lg=en-GB&sw=1440&sh=900&sc=24&tl=Boo
k%20Comprehensive%20Full%20Body%20Checkup%20Test%20with%20Vitamin%20D%20%26%20B12
,%20get%20free%20Sample%20Collection%20%7C%20PharmEasy&p=https%3A%2F%2FPharmEasy.
in%2Fdiagnostics%2Fpackages%2F1794&r=https%3A%2F%2FPharmEasy.in%2Fdiagnostics%3F
src%3Dhomecard<=1401&evt=pageLoad&sv=1&cdb=AQAQ&rn=411900



Take it easy
PharmEasy

400001, Mumbai ▾ Search for Tests/Packages/Labs

Order Medicines Healthcare Products Lab Tests RTPCR Offers Login / Signup Cart

NABL & ISO
Certified Labs

21 LAKHS+
Happy Users

27 YEARS+
Lab Expertise

Powered by **Thyrocare**

Add test(s) worth ₹250, get **₹1000 Flat off**

Learn how to save more on this order >

1 TEST IN CART

Comprehensive Full Body Checkup Test with Vitamin D and B12
Includes 87 tests
₹1949 ~~₹4599~~ **57% OFF**

1 Patient ▾

Fasting
8-10 Hrs

Sample
Blood, Urine

Report
14 Hrs

COUPONS & OFFERS

Apply Coupon View all >

Best coupon for you
850LAB
FLAT Rs.850 OFF on lab test **Apply**

Proceed

Cart Value ~~₹4599.00~~ **₹1949.00**

Sample Collection Charges ~~₹250.00~~ **Free**

Order total **₹1949.00**

Fig. 48. PharmEasy Cart Page

55

After making the selection for the test, we end up in the cart.

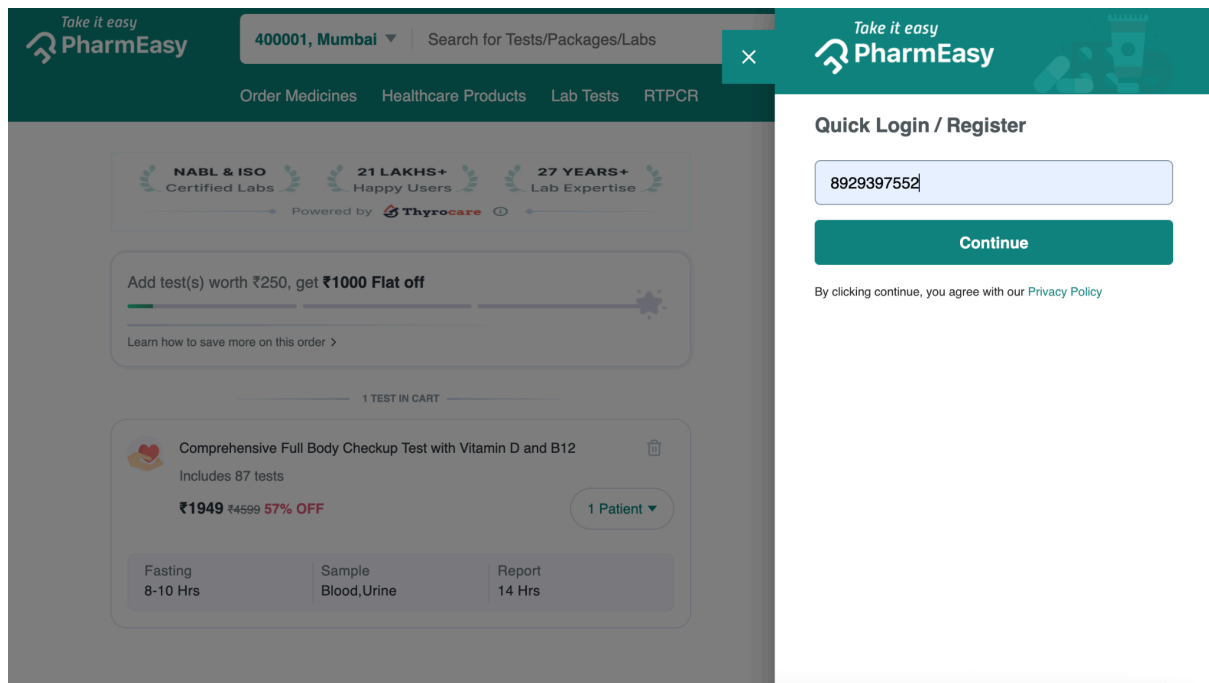


Fig. 50. PharmEasy login page

From the cart, we login, and end the navigation there.

II.IV eSanjeevani Web Platforms Analysis

Website

<https://esanjeevani.mohfw.gov.in/#/>

II.IV.I Permissions, Data Collection Consent Banner, Comments on Timing of Notice and Affirmative Action, Trackers Found

Permissions Requested

No permission was sought from the user during the navigation.

Data collection consent banner

No data collection consent banner is displayed to inform users of third-party data collection.

Privacy Policy

No explicit document titled 'privacy policy' was found in the website's footer or during the navigation.

However, on the landing page, there was a document titled 'website policy', which contained the application's privacy policy.

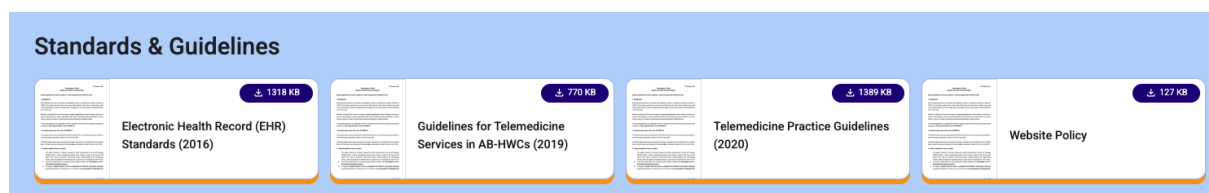


Fig. 51. Section with Website Policy

Comments on Timing of Notice and Affirmative Action:

1. Users are not provided with a timely notice before their personal information is collected (no privacy policy displayed at registration or log-in).
2. As there is no display of privacy policy at the time of data collection and there is no checkbox to read and agree to any terms, consent is not collected through affirmative action.

National Telemedicine Service

Patient

Login
Register

Do you want to proceed with ABHA ?

☐ Yes
 ☐ No

Continue

Download mobile app

Available on the
Google Play

Fig. 52. eSanjeevani Login/Registration Form

Third Parties Receiving Information Found

#	Name of Third Party
1.	Twitter

Table. Third Parties Receiving information from eSanjeevani

II.IV.II. Teleconsultation Analysis

Home Page

2%2C%22section%22%3A%22main%22%7D%2C%22context%22%3A%22horizon%22%2C%22client_ver
 sion%22%3A%222615f7e52b7e0%3A1702314776716%22%2C%22dnt%22%3Afalse%2C%22widget_id%
 22%3A%22twitter-widget-0%22%2C%22widget_origin%22%3A%22https%3A%2F%2Fesanjeevani.
 mohfw.gov.in%2F%2F%22%2C%22widget_frame%22%3A%22false%22%2C%22widget_partner%22%3
 A%22%22%2C%22widget_site_screen_name%22%3A%22%22%2C%22widget_site_user_id%22%3A%2
 2%22%2C%22widget_creator_screen_name%22%3A%22%22%2C%22widget_creator_user_id%22%3
 A%22%22%2C%22widget_iframe_version%22%3A%2230b4041%3A1715703883585%22%2C%22widget
 _data_source%22%3A%22screen-name%3AMoHFW_INDIA%22%7D&session_id=52f2e9647d16e62d5
 54f3d50bb0abee6c96afce6

https://syndication.twitter.com/i/jot?l=%7B%22_category_%22%3A%22tfw_client_event
 %22%2C%22triggered_on%22%3A1730956324397%2C%22event_namespace%22%3A%7B%22action%2
 2%3A%22results%22%2C%22client%22%3A%22tfw%22%2C%22page%22%3A%22timeline-profile%2
 2%2C%22section%22%3A%22main%22%7D%2C%22context%22%3A%22horizon%22%2C%22client_ver
 sion%22%3A%222615f7e52b7e0%3A1702314776716%22%2C%22dnt%22%3Afalse%2C%22widget_id%
 22%3A%22twitter-widget-1%22%2C%22widget_origin%22%3A%22https%3A%2F%2Fesanjeevani.
 mohfw.gov.in%2F%2F%22%2C%22widget_frame%22%3A%22false%22%2C%22widget_partner%22%3
 A%22%22%2C%22widget_site_screen_name%22%3A%22%22%2C%22widget_site_user_id%22%3A%2
 2%22%2C%22widget_creator_screen_name%22%3A%22%22%2C%22widget_creator_user_id%22%3
 A%22%22%2C%22widget_iframe_version%22%3A%2230b4041%3A1715703883585%22%2C%22widget
 _data_source%22%3A%22screen-name%3Amygovindia%22%7D&session_id=52f2e9647d16e62d55
 4f3d50bb0abee6c96afce6

The screenshot shows the eSanjeevani Patient interface. On the left, a white card contains the 'National Telemedicine Service' header, 'Patient' title, and 'Login'/'Register' tabs. The 'Login' tab is active, showing an 'OTP' button, a 'Password' field, and an 'Email/Mobile/ABHA *' input field with a 'Get OTP' link. Below is a 'Download mobile app' section with a QR code and a 'Google Play' button. To the right, four images depict telemedicine consultations. The footer contains logos for the Ministry of Electronics and Information Technology, Ministry of Ayush, Government of India, National Health Authority, and Ministry of Labour and Employment, along with a 'Privacy - Terms' link.

Fig. 54. eSanjeevani Registration Page.

This is the login page of eSanjeevani (seen after clicking on 'patient' button). No third party trackers were found on the registration and log-in page.

Registration

Complete Profile

Basic Info

First Name *

Middle Name

Last Name *

DOB * Age * Month *

Mobile Number

Email

Gender ☒ Male ☐ Female ☐ Others

Address

Address Line 1 *

State *

District *

City *

Block

Postal Code *

Do you have any disabilities?*

☒ No ☐ Yes

Save

Ministry of Electronics and Information Technology
Ministry of Ayush
Ministry of Health and Family Welfare
National Health Authority
Ministry of Labour and Employment

Fig. 55. eSanjeevani Registration Page

We see the registration form for the user to sign up on the application.

- 1) No third party trackers were found here.
- 2) No consent banner shown while registering the user. No location permission was sought. However, the form collects address information.

Screen After Logging In

eSanjeevani
National Telemedicine Service

Ministry of Health and Family Welfare
Government of India

75
Azadi Ka Amrit Mahotsav

Consult Now

Past Consultations

No consultations found !

Family Members

Total consultations
0

Ministry of Electronics and Information Technology
Ministry of Ayush
Ministry of Health and Family Welfare
National Health Authority
Ministry of Labour and Employment

Fig. 56. eSanjeevani User Dashboards After Logging In.

Screen shown to user after logging in. No third party trackers were found on this page.

The screenshot shows the eSanjeevani web interface. At the top, there's a navigation bar with the eSanjeevani logo, Ministry of Health and Family Welfare Government of India, and a 75th Anniversary logo. Below this is a green header with 'Dashboard', 'Past Consultations', and 'Family Members'. The main content area is titled 'Completion Score: 38.3%' with a progress bar. It includes a 'Back' button and a question 'Is it a follow-up consultation?' with 'Yes' and 'No' radio buttons. Below this are sections for 'Chief Complaints', 'History', 'Active Medication', 'Health Records', and 'Query'. The 'Query' section has buttons for 'Fever', 'Cough', 'Sweating', and 'Common Cold'. A 'Privacy - Terms' link is at the bottom right.

Fig. 57. Medical Form Part I

We are then asked to fill the medical form for booking a consultation.

The screenshot shows the eSanjeevani web interface. At the top, there's a navigation bar with the eSanjeevani logo, Ministry of Health and Family Welfare Government of India, and a 75th Anniversary logo. Below this is a green header with 'Dashboard', 'Past Consultations', and 'Family Members'. The main content area is titled 'Completion Score: 38.3%' with a progress bar. It includes a 'Back' button and a question 'Is it a follow-up consultation?' with 'Yes' and 'No' radio buttons. Below this are sections for 'Chief Complaints', 'History', 'Active Medication', 'Health Records', and 'Query'. The 'Health Records' section has a dropdown for 'Type' (Image, Document) and a button for 'Add health records'. The 'Query' section has radio buttons for 'Within State Only', 'Neighbouring States', 'Anywhere in India', and 'Hospital/Organization'. Below these are dropdowns for 'State/UT' (Maharashtra), 'OPD' (Maharashtra State ENT eSanjeevaniOPD), and 'Doctors' (Dr. Satish N Karande). A 'Privacy - Terms' link is at the bottom right.

Fig. 58. Medical Form Part II

We continue filling up this medical form for booking the consultation.

- 1) No third party trackers were found at this stage of the navigation in the application.
- 2) Here, we entered the medical details, and selected the speciality for the consultation, but we did not proceed to book a teleconsultation on the application.

At the bottom of the form, the doctors are listed. However, a selection from this list is not made. The navigation ends here.

II.V Apollo 24/7 Web Platforms Analysis

Website

apollo247.com

II.V.I Permissions, Data Collection Consent Banner, Comments on Timing of Notice and Affirmative Action, Trackers Found

Permissions Requested

Location permission was asked.

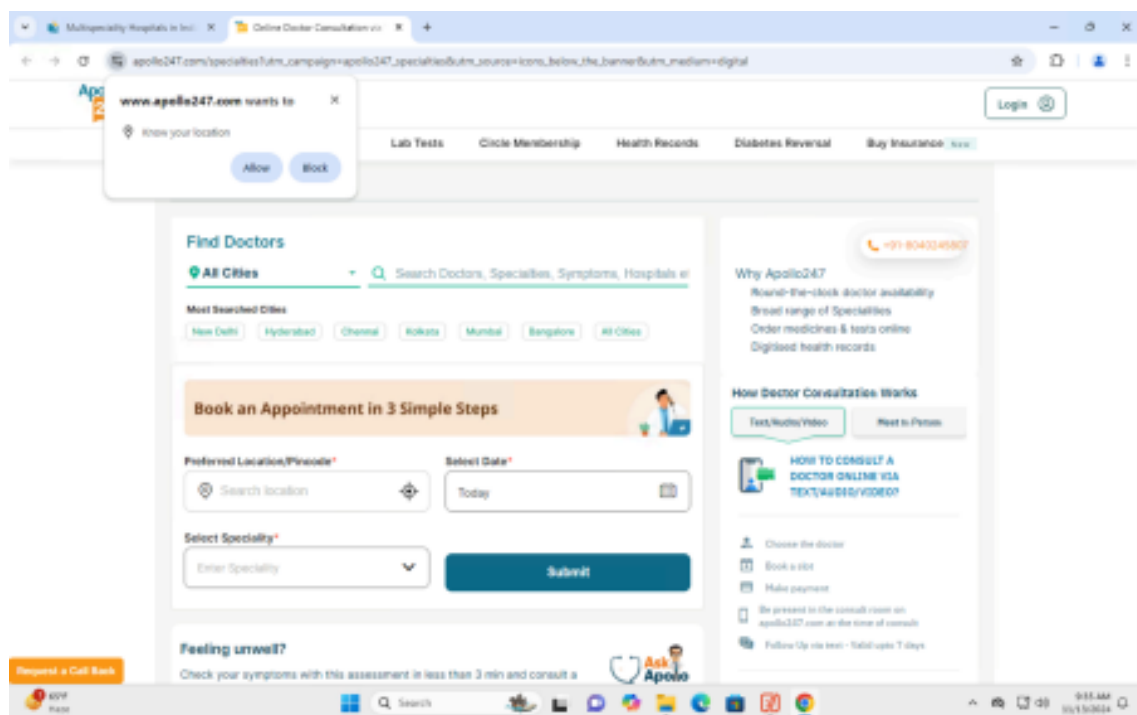


Fig. 59. Location Permission Requested from User.

Data collection consent banner

No consent banner is displayed to inform the user of third-party data collection.

Phone Number

+91 |

OTP will be sent to this number by SMS



Share health tips, appointment details and offers with me on Whatsapp

By clicking Continue, you agree to Apollo 24|7's [Privacy Policy](#) & [Terms and Conditions](#)

Continue

Login to your corporate account [here](#)

Fig. 60. Location Permission Requested from User.

Privacy Policy

The privacy policy is present in the footer. 'Privacy policy' and 'Terms and Conditions' are displayed on the registration and log in screen.



Sign In

+91 |

OTP will be sent to this number by SMS.

☒ Share health tips, appointment details and offers with me on Whatsapp

Continue

Login to your corporate account. [Login here](#)

By clicking Continue, you agree to Apollo 24|7's [Privacy Policy](#),
[Terms and Conditions](#)

Fig. 61. Apollo 24/7 Privacy Policy in the Login/Registration Page.

About Apollo 247

About Us

Contact Us / Grievance

FAQs

Health Queries

Terms and Conditions

Returns Policy

Refund Policy

Privacy Policy

Apollo 247 Android App

Apollo 247 iOS App

Connect to Us

Fig. 62. Apollo 24/7 Privacy Policy in the Footer

Comments on Timing of Notice and Affirmative Action

1. The privacy policy is displayed at the point of registration and logging in where personal data is collected.
2. Although it has a continue button to proceed, there is no check box provided to the user for expressing affirmative consent.

List of Third Parties Found

1.	Google
2.	DoubleClick
3.	Cdnfonts
4.	Clevertap-prod
5.	GoogleAdservice
6.	GoogleAds Doubleclick
7.	Google APIs
8.	Cloudfront

Table. Third Parties Receiving Information from Apollo247

II.V.II Doctor's Consultation Flow

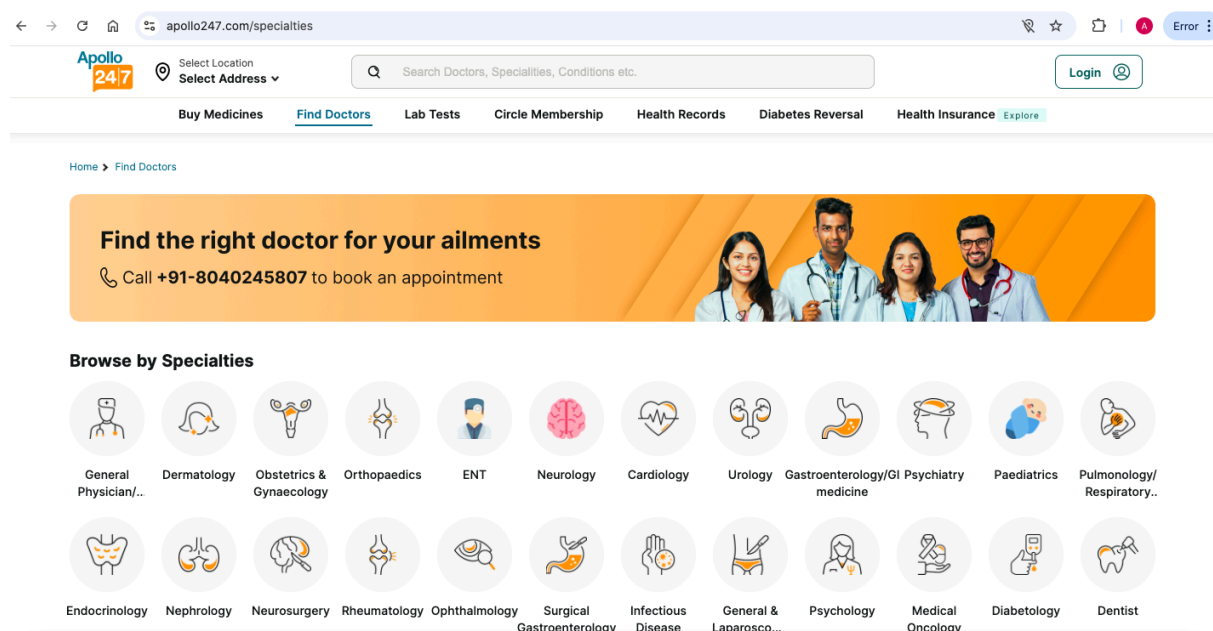


Fig. 63. Apollo 24/7 Landing Page.



Fig. 64. Cardiology button

Here, we select Cardiology speciality.

DoubleClick, GoogleAds, Google get to know that the user has made this selection for Cardiology.

```
https://td.doubleclick.net/td/rul/656764167?random=1738134020776&cv=11&fst=1738134020776&fmt=3&bg=ffffff&guid=ON&async=1&gtm=45be51r0v899191920z89166776234za201zb9166776234&gcd=131313131111&dma=0&tag_exp=102067808~102081485~102123608~102522393&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.apollo247.com%2Fspecialties%2Fcardiology&ref=https%3A%2F%2Fwww.apollo247.com%2Fspecialties%3Futm_campaign%3Dapollo247_specialties%26utm_source%3Dicons_below_the_banner%26utm_medium%3Ddigital&hn=www.googleadservices.com&frm=0&tiba=Cardiology%20-%20Book%20Appointment%20Online%20with%20Cardiologists%20near%20you%20%7C%20Apollo%20247&npa=0&pscdl=noapi&auid=2018108258.1738133538&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1
```

```
https://googleads.g.doubleclick.net/pagead/viewthroughconversion/11159131747/?random=1738134020835&cv=11&fst=1738134020835&bg=ffffff&guid=ON&async=1&gtm=45be51r0v9176376203z89166776234za201zb9166776234&gcd=131313131111&dma=0&tag_exp=102067808~102081485~102123608&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.apollo247.com%2Fspecialties%2Fcardiology&ref=https%3A%2F%2Fwww.apollo247.com%2Fspecialties%3Futm_campaign%3Dapollo247_specialties%26utm_source%3Dicons_below_the_banner%26utm_medium%3Ddigital&hn=www.googleadservices.com&frm=0&tiba=Cardiology%20-%20Book%20Appointment%20Online%20with%20Cardiologists%20near%20you%20%7C%20Apollo%20247&npa=0&pscdl=noapi&auid=2018108258.1738133538&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1&rfmt=3&fmt=4
```

```
https://www.google.com/pagead/lp-user-list/634312653/?random=1738134020751&cv=11&fst=1738134000000&bg=ffffff&guid=ON&async=1&gtm=45be51r0v893595439z89166776234za201zb9166776234&gcd=131313131111&dma=0&tag_exp=102067808~102081485~102123608~102482432&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.apollo247.com%2Fspecialties%2Fcardiology&ref=https%3A%2F%2Fwww.apollo247.com%2Fspecialties%3Futm_campaign%3Dapollo247_specialties%26utm_source%3Dicons_below_the_banner%26utm_medium%3Ddigital&hn=www.googleadservices.com&frm=0&tiba=Cardiology%20-%20Book%20Appointment%20Online%20with%20Cardiologists%20near%20you%20%7C%20Apollo%20247&npa=0&pscdl=noapi&auid=2018108258.1738133538&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1&rfmt=3&fmt=3&is_vtc=1&cid=CAQSKQCjtLzMquqfEV_kA-c7DaYKOMFQekv9pt8u9rk220AwgYJKTD5BJmWF&random=4292648948&rmt_tld=0&ipr=y
```

```
https://www.google.co.in/pagead/lp-user-list/656764167/?random=1738134020776&cv=11&fst=1738134000000&bg=ffffff&guid=ON&async=1&gtm=45be51r0v899191920z89166776234za201zb9166776234&gcd=131313131111&dma=0&tag_exp=102067808~102081485~102123608~102522393&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.apollo247.com%2Fspecialties%2Fcardiology&ref=https%3A%2F%2Fwww.apollo247.com%2Fspecialties%3Futm_campaign%3Dapollo247_specialties%26utm_source%3Dicons_below_the_banner%26utm_medium%3Ddigital&hn=www.googleadservices.com&frm=0&tiba=Cardiology%20-%20Book%20Appointment%20Online%20with%20Cardiologists%20near%20you%20%7C%20Apollo%20247&npa=0&pscdl=noapi&auid=2018108258.1738133538&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1&rfmt=3&fmt=4
```

```
Brand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1&rfmt=3&fmt=3&is_vtc=1&cid=CAQSKQCjtLzMyKWgPwIvPP27LXnfAu0vJewYViey4IdXk98JlyEVicCuhPD&random=2032464582&rmt_tld=1&ipr=y
```

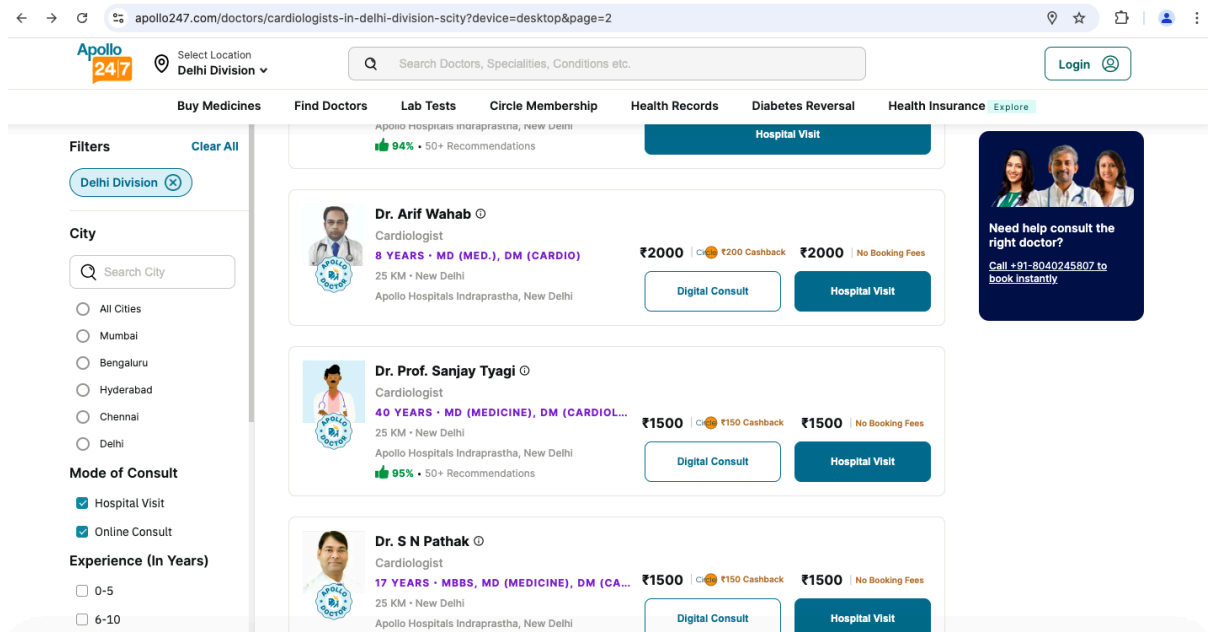


Fig. 65. Apollo 24/7 List of Doctors under Cardiology.

Out of the doctors listed, we selected 'Dr. Arif Wahab'. We click on digital consult to complete that action.

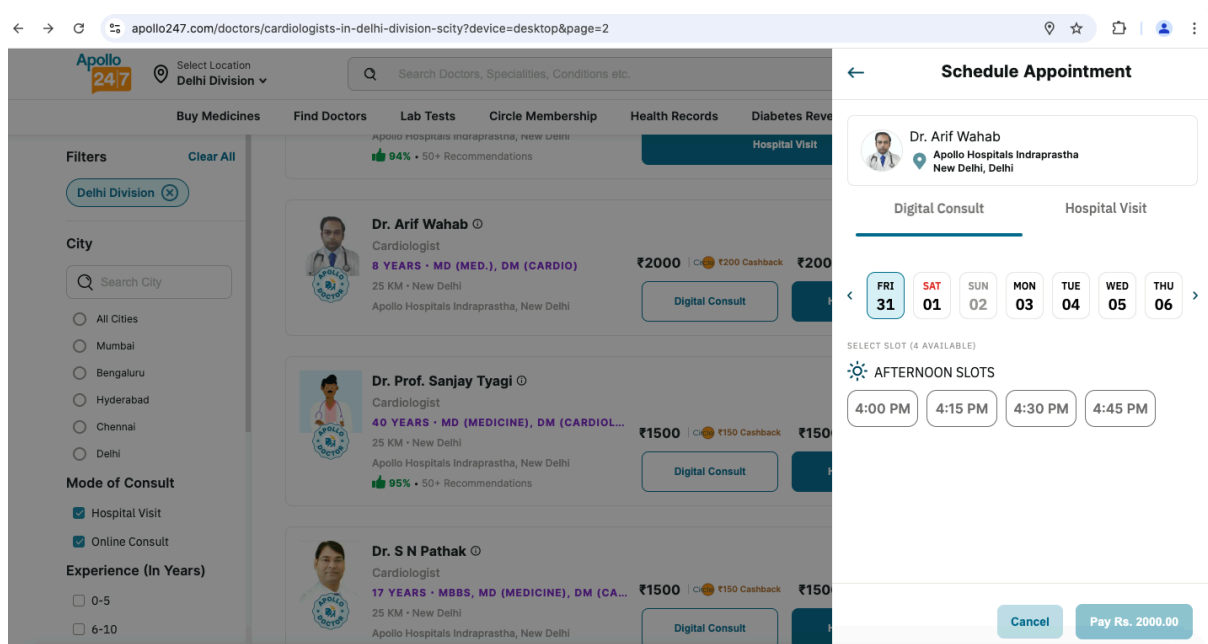


Fig. 66. Apollo 24/7 Appointment Slots.

We proceed to select a slot.

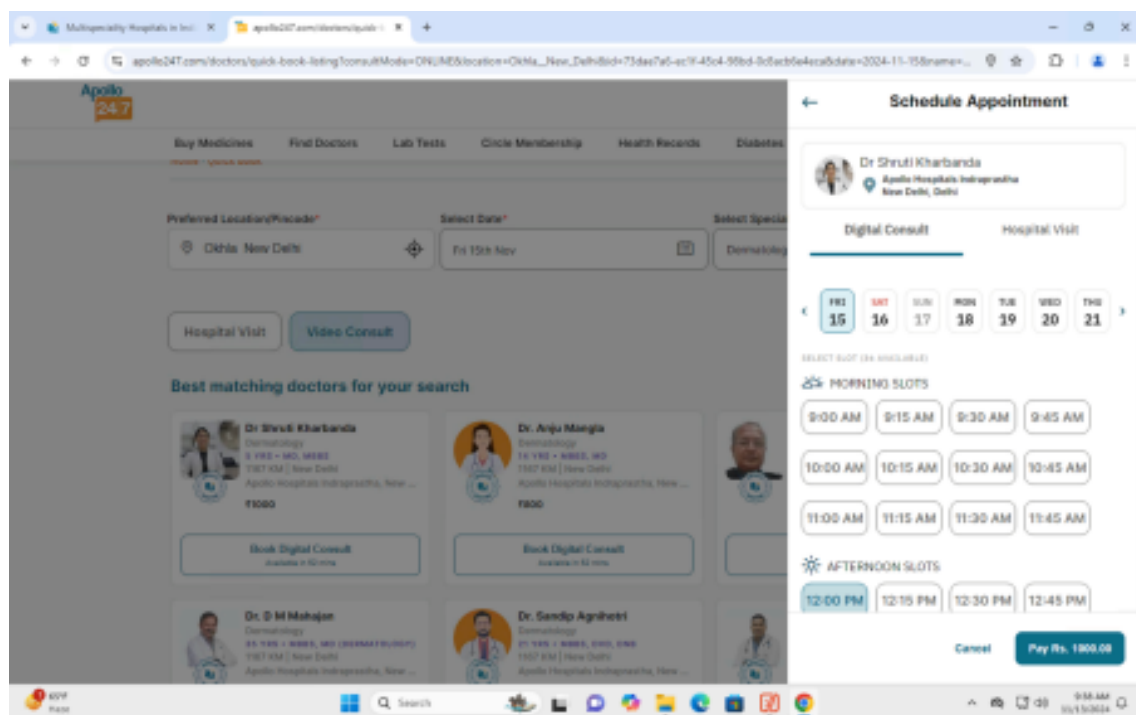


Fig. 67. Apollo 24/7 Selected Slot for Appointment. .

Available slots for booking appointments.

We make the selection of the slot.

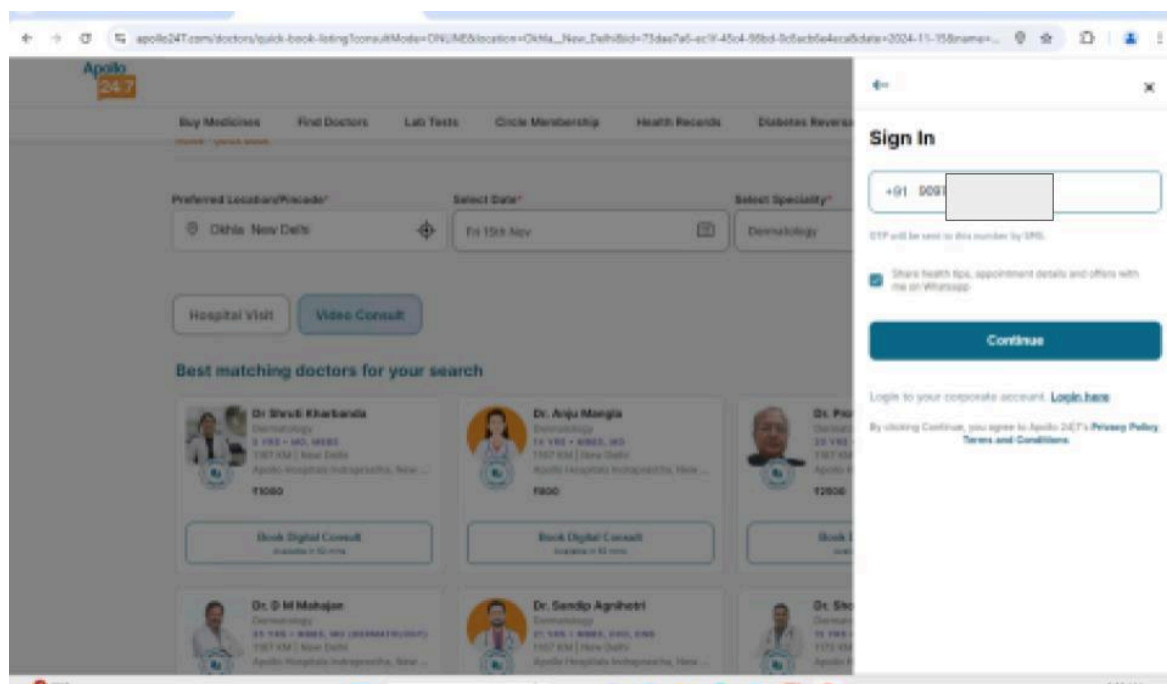


Fig. 68. Apollo 24/7 Login Form

Screenshot: Signing into the application/authenticating using the phone number.

The phone number of the user, which is used for authenticating the user, is shared with the Google Identity Toolkit in the Response body.

Google Identity Toolkit

Response Body

```
{
  "kind": "identitytoolkit#GetAccountInfoResponse",
  "users": [
    {
      "localId": "+91909XXXXXXX",
      "lastLoginAt": "1731470970994",
      "createdAt": "1650377909174",
      "customAuth": true,
      "lastRefreshAt": "2024-11-13T04:09:30.994Z"
    }
  ]
}
```

Findings: The user's phone number is being shared with Google Identity Toolkit.

II.V.III. Lab Tests Ordering Flow

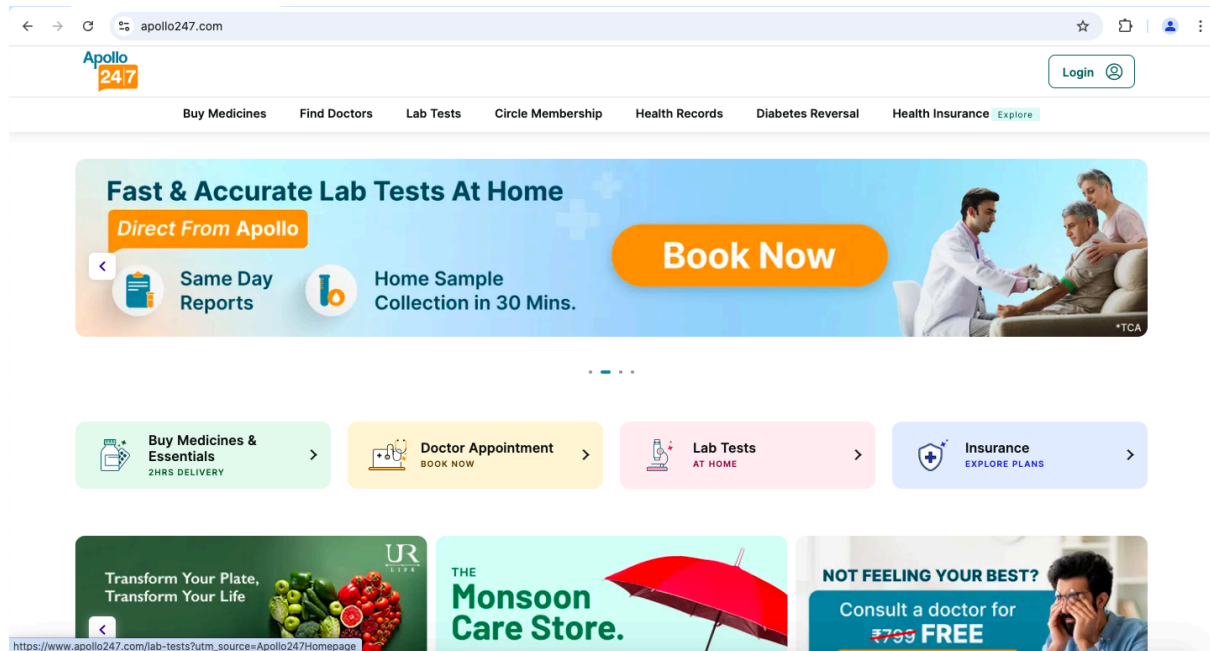


Fig. 69. Apollo 24/7 Home Page.

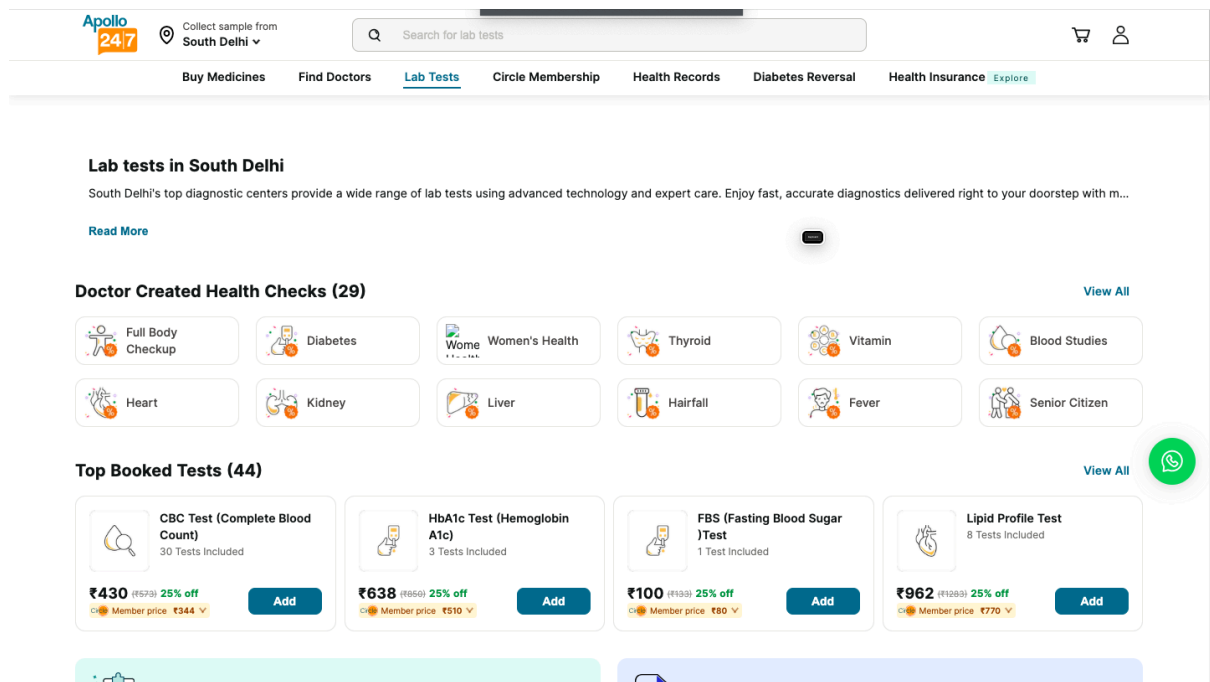


Fig. 70. Apollo 24/7 Diagnostics Page.

From the home page, we click on 'lab tests'.

Both Google and DoubleClick get information regarding the user's navigation to the lab test page.

```
https://www.google.co.in/pagead/lp-user-list/634312653/?random=1738784752596&cv=11&fst=1738782000000&bg=ffffff&guid=ON&async=1&gtm=45be5230v893595439z89166776234za201zb9127312992&gcd=131313131111&dma=0&tag_exp=101509156~102067808~102081485~102123608~102482433~102539968~102556566~102558064&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.apollo247.com%2Fflab-tests%3Flat%3D28.4915832%26long%3D77.2053748&ref=https%3A%2F%2Fwww.apollopharmacy.in%2F&hn=www.googleadservices.com&frm=0&tiba=Blood%20Test%20at%20home%20%7C%20Blood%20Test%20Near%20Me&npa=0&pscdl=noapi&auid=2018108258.1738133538&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1&rfmt=3&fmt=3&is_vtc=1&cid=CAQSKQCjtLzMeWcA7gpxQ0DKv1Rn-cGaKYW3v2VQKqsGUGrmNJHjBUEgrXzA&random=1059715226&rmt_tld=1&ipr=y
```

```
https://td.doubleclick.net/td/rul/11159131747?random=1738784755827&cv=11&fst=1738784755827&fmt=3&bg=ffffff&guid=ON&async=1&gtm=45be5230v9176376203z89166776234za201zb9127312992&gcd=131313131111&dma=0&tag_exp=101509156~102067808~102081485~102123608~102482432~102539968~102558064&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.apollo247.com%2Fflab-tests%3Flat%3D28.4915832%26long%3D77.2053748&ref=https%3A%2F%2Fwww.apollopharmacy.in%2F&hn=www.googleadservices.com&frm=0&tiba=Blood%20Test%20at%20home%20%7C%20Blood%20Test%20Near%20Me&npa=0&pscdl=noapi&auid=2018108258.1738133538&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1
```

Top Booked Tests (44)



CBC Test (Complete Blood Count)
30 Tests Included

₹430 ~~(₹573)~~ **25% off**

Circle Member price **₹344** ▼

Add

Fig. 71. Apollo 24/7 CBC Test

We scroll down and select the CBC test.

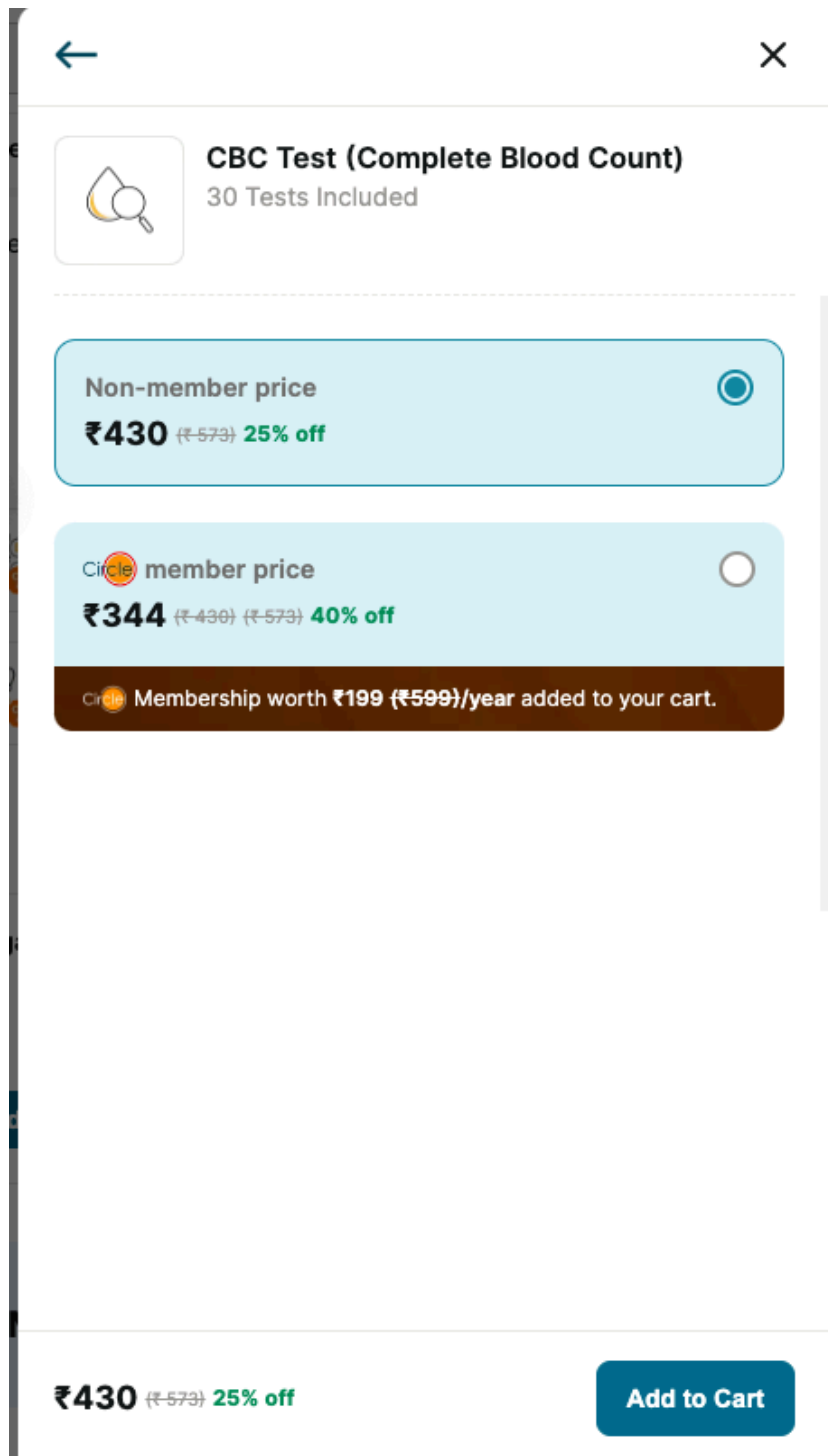


Fig. 72. Apollo 24/7 pricing.

Apollo 24/7 offers a member and a non member price. We selected the non-member price.

Here, Google and DoubleClick receive information regarding the user's navigation to the lab test page. However, the user's selection of the particular test i.e. the 'complete blood count' test is not shared with these third parties.

Findings: Information of the user landing on the lab test page is shared with Google and Doubleclick, but specific details of selected tests are not shared.

https://www.google.co.in/pagead/lp-user-list/634312653/?random=1738784752596&cv=11&fst=1738782000000&bg=ffffff&guid=ON&async=1>m=45be5230v893595439z89166776234za201zb9127312992&gcd=131313131111&dma=0&tag_exp=101509156~102067808~102081485~102123608~102482433~102539968~102556566~102558064&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.apollo247.com%2Fflab-tests%3Flat%3D28.4915832%26long%3D77.2053748&ref=https%3A%2F%2Fwww.apollopharmacy.in%2F&hn=www.googleadservices.com&frm=0&tiba=Blood%20Test%20at%20home%20%7C%20Blood%20Test%20Near%20Me&npa=0&pscdl=noapi&auid=2018108258.1738133538&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1&rfmt=3&fmt=3&is_vtc=1&cid=CAQSKQCjtLzMeWcA7gpxQ0DKv1Rn-cGaKYW3v2VQKqsGUGrmNJHjBUEgrXzA&random=1059715226&rmt_tld=1&ipr=y

https://www.google.com/pagead/lp-user-list/634312653/?random=1738784752596&cv=11&fst=1738782000000&bg=ffffff&guid=ON&async=1>m=45be5230v893595439z89166776234za201zb9127312992&gcd=131313131111&dma=0&tag_exp=101509156~102067808~102081485~102123608~102482433~102539968~102556566~102558064&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.apollo247.com%2Fflab-tests%3Flat%3D28.4915832%26long%3D77.2053748&ref=https%3A%2F%2Fwww.apollopharmacy.in%2F&hn=www.googleadservices.com&frm=0&tiba=Blood%20Test%20at%20home%20%7C%20Blood%20Test%20Near%20Me&npa=0&pscdl=noapi&auid=2018108258.1738133538&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1&rfmt=3&fmt=3&is_vtc=1&cid=CAQSKQCjtLzMeWcA7gpxQ0DKv1Rn-cGaKYW3v2VQKqsGUGrmNJHjBUEgrXzA&random=1059715226&rmt_tld=0&ipr=y

https://td.doubleclick.net/td/rul/11159131747?random=1738784755827&cv=11&fst=1738784755827&fmt=3&bg=ffffff&guid=ON&async=1>m=45be5230v9176376203z89166776234za201zb9127312992&gcd=131313131111&dma=0&tag_exp=101509156~102067808~102081485~102123608~102482432~102539968~102558064&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.apollo247.com%2Fflab-tests%3Flat%3D28.4915832%26long%3D77.2053748&ref=https%3A%2F%2Fwww.apollopharmacy.in%2F&hn=www.googleadservices.com&frm=0&tiba=Blood%20Test%20at%20home%20%7C%20Blood%20Test%20Near%20Me&npa=0&pscdl=noapi&auid=2018108258.1738133538&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1

https://www.google.com/pagead/lp-user-list/656764167/?random=1738784754191&cv=11&fst=1738782000000&bg=ffffff&guid=ON&async=1>m=45be5230v899191920z89166776234za201zb9127312992&gcd=131313131111&dma=0&tag_exp=102067808~102081485~102123608~102482432~102539968~102556565~102558064&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.apollo247.com%2Fflab-tests%3Flat%3D28.4915832%26long%3D77.2053748&ref=https%3A%2F%2Fwww.apollopharmacy.in%2F&hn=www.googleadservices.com&frm=0&tiba=Blood%20Test%20at%20home%20%7C%20Blood%20Test%20Near%20Me&npa=0&pscdl=noapi&auid=2018108258.1738133538&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1&rfmt=3&fmt=3&is_vtc=1&cid=CAQSKQCjtLzMhxxj4BRilnGnjme4b-gh0uZC_KYfZieid4B26B2H5aNUUB40&random=2460608728&rmt_tld=0&ipr=y

https://www.google.co.in/pagead/lp-user-list/656764167/?random=1738784754191&cv=11&fst=1738782000000&bg=ffffff&guid=ON&async=1>m=45be5230v899191920z89166776234za201zb9127312992&gcd=131313131111&dma=0&tag_exp=102067808~102081485~102123608~102482432~102539968~102556565~102558064&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.apollo247.com%2Fflab-tests%3Flat%3D28.4915832%26long%3D77.2053748&ref=https%3A%2F%2Fwww.apollopharmacy.in%2F&hn=www.googleadservices.com&frm=0&tiba=Blood%20Test%20at%20home%20%7C%20Blood%20Test%20Near%20Me&npa=0&pscdl=noapi&auid=2018108258.1738133538&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1&rfmt=3&fmt=3&is_vtc=1&cid=CAQSKQCjtLzMhxxj4BRilnGnjme4b-gh0uZC_KYfZieid4B26B2H5aNUUB40&random=2460608728&rmt_tld=1&ipr=y

←

SELECT PATIENT

Select Patient Names

+ ADD MEMBER

You can add selected tests for upto 6 patients

Mr.

MALE, ☐

CONTINUE

Fig. 73. Apollo 24/7 Selection of patients.

Apollo 24/7 allows one account to be associated with multiple patients. Here, just one patient is associated with the account so we select that patient.

The navigation ends here.

II.V.III Apollo Medicine/Medical Product Buying

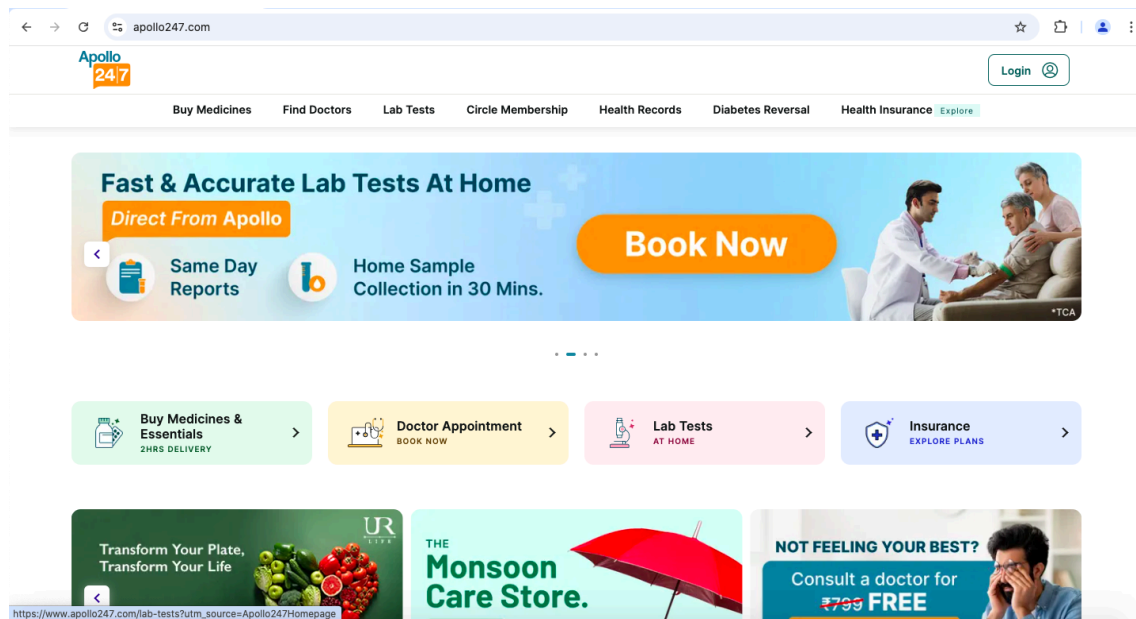


Fig. 74. Apollo 24/7 Home Page

We land on the home page that offers health services such as lab tests and doctor consultation.

This information has already been analysed above.

← X

Sign In

+91 |

OTP will be sent to this number by SMS.

☒ Share health tips, appointment details and offers with me on Whatsapp

Continue

Login to your corporate account. [Login here](#)

By clicking Continue, you agree to Apollo 24|7's [Privacy Policy](#), [Terms and Conditions](#)

Fig. 75. Apollo 24/7 Login Page for the User.

We sign in using our phone number.

The screenshot shows a mobile application interface for user authentication. At the top, there is a navigation bar with a back arrow on the left and a close 'X' icon on the right. Below the navigation bar, the title 'Enter OTP' is displayed in a large, bold, black font. Underneath the title, a message reads 'Please enter the OTP sent to 89' followed by a greyed-out phone number. A large, empty rectangular input field with a blue border is provided for the user to enter the OTP. Below the input field, there is a link labeled 'RESEND OTP' in blue text on the left and a timer '00:25 Secs' on the right. At the bottom of the form is a large, rounded rectangular button with a blue gradient and the word 'Verify' in white text.

Fig. 76. Apollo 24/7 User authentication form.

We receive an OTP for authentication. No unexpected data is shared with third parties at this stage.

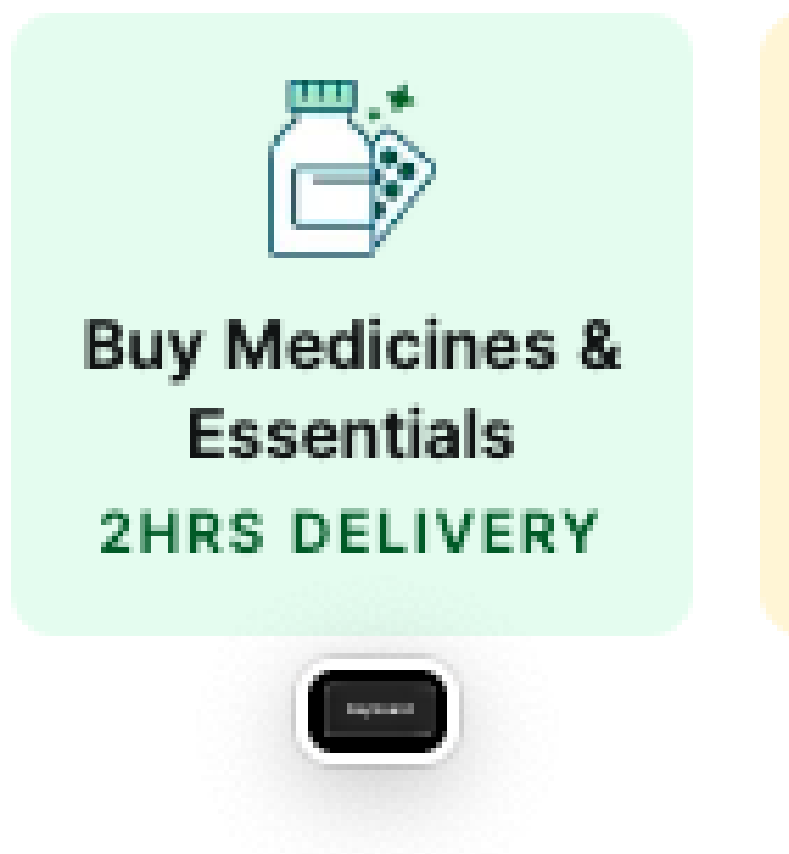


Fig. 77. Apollo 24/7 Home Page ‘Medicines and Essentials’.

We click on ‘Buy Medicines & Essentials’.

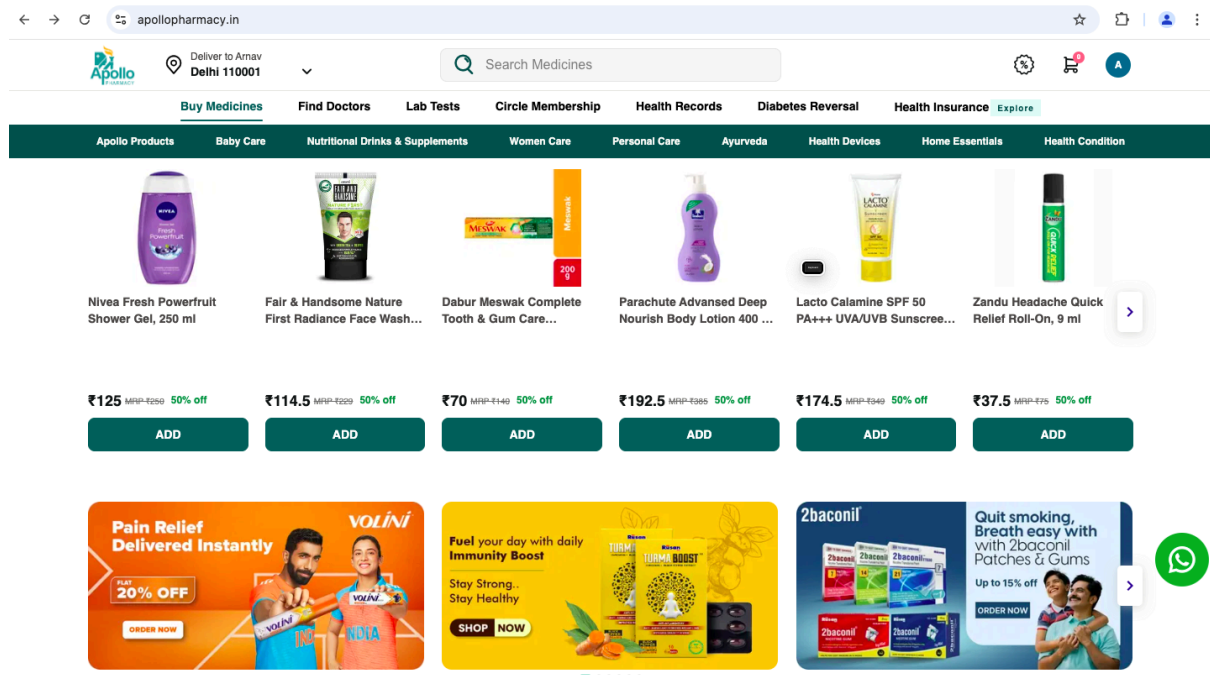


Fig. 78. Product listing on the buy medicines page.

After clicking on ‘Buy Medicines and Essentials’, we see the list of products.

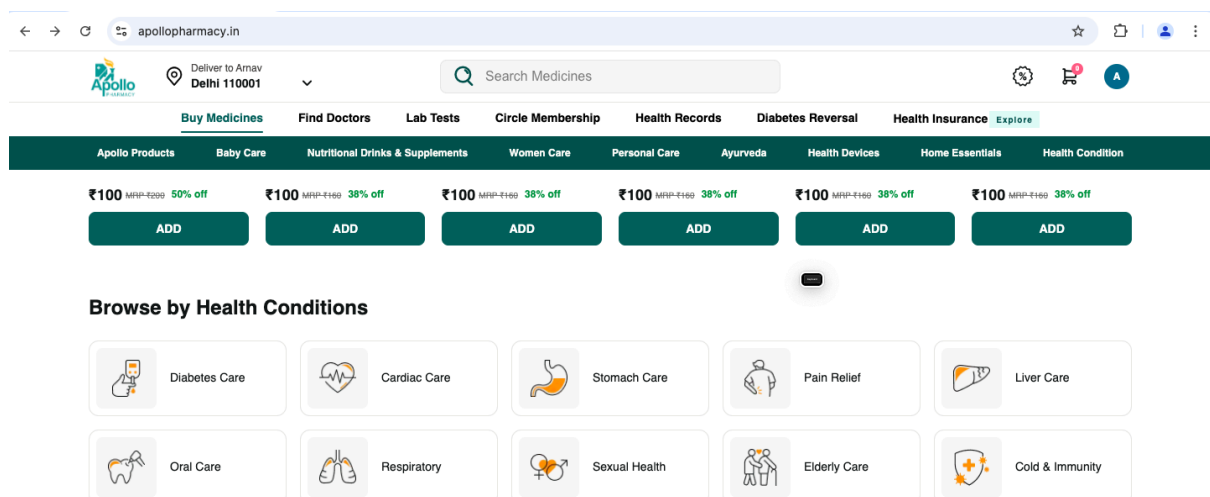


Fig. 79. Apollo 24/7 List of health conditions present on the buy medicines page on scrolling down on medicines page.

We scroll down on the page and see the option of filtering products on the basis of health conditions.

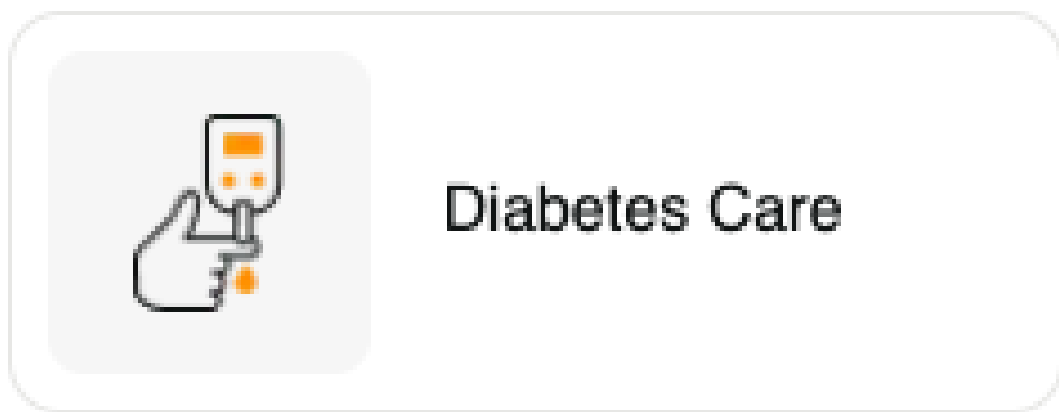


Fig. 80. Diabetes Care.

Out of the options, we click on 'Diabetes care'.

Microsoft Clarity is present on this page. It gets all the information regarding user activity as a screen recording tool.

```
https://t.clarity.ms/collect
```

Google Ad Services and Doubleclick get information on the user's selection of diabetes within health conditions.

```
https://googleads.g.doubleclick.net/pagead/viewthroughconversion/11073059588/?ran
dom=1738783993066&cv=11&fst=1738783993066&bg=ffffff&guid=ON&async=1&gtm=45be5230v
9100628800z89166855229za201zb9127310099&gcd=13131313111&dma=0&tag_exp=102067808~
102081485~102123608~102482432~102539968~102556566~102558064&u_w=1440&u_h=900&url=
https%3A%2F%2Fwww.apollopharmacy.in%2Fshop-by-health-conditions%2Fdiabetic&ref=ht
tps%3A%2F%2Fwww.apollo247.com%2F&hn=www.googleadservices.com&frm=0&tiba=Buy%20Bes
t%20diabetic%20Products%20Online%20in%20India%20-%20Apollo%20Pharmacy&ga_uid=G-9C
WW1XZBKT.ec76ef32-0e38-44b8-a25b-0129e3954423&npa=0&pscdl=noapi&auid=278222601.17
38783639&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B2
4.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&u
aw=0&fledge=1&rfmt=3&fmt=4
```

```
https://googleads.g.doubleclick.net/pagead/viewthroughconversion/11073059588/?ran
dom=1738783993066&cv=11&fst=1738783993066&bg=ffffff&guid=ON&async=1&gtm=45be5230v
9100628800z89166855229za201zb9127310099&gcd=13131313111&dma=0&tag_exp=102067808~
102081485~102123608~102482432~102539968~102556566~102558064&u_w=1440&u_h=900&url=
https%3A%2F%2Fwww.apollopharmacy.in%2Fshop-by-health-conditions%2Fdiabetic&ref=ht
tps%3A%2F%2Fwww.apollo247.com%2F&hn=www.googleadservices.com&frm=0&tiba=Buy%20Bes
t%20diabetic%20Products%20Online%20in%20India%20-%20Apollo%20Pharmacy&ga_uid=G-9C
WW1XZBKT.ec76ef32-0e38-44b8-a25b-0129e3954423&npa=0&pscdl=noapi&auid=278222601.17
38783639&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B2
4.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&u
aw=0&fledge=1&rfmt=3&fmt=4
```

```
https://www.google.co.in/pagead/lp-user-list/656764167/?random=1738783993085&cv=1
```

```
1&fst=1738782000000&bg=ffffff&guid=ON&async=1&gtm=45be5230v899191920z89166855229z  
a201zb9127310099&gcd=13131313111&dma=0&tag_exp=102067808~102081485~102123608~102  
482433~102539968~102558064&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.apollopharmacy.  
in%2Fshop-by-health-conditions%2Fdiabetic&ref=https%3A%2F%2Fwww.apollo247.com%2F&  
hn=www.googleadservices.com&frm=0&tiba=Buy%20Best%20diabetic%20Products%20Online%  
20in%20India%20-%20Apollo%20Pharmacy&ga_uid=G-9CWW1XZBKT.ec76ef32-0e38-44b8-a25b-  
0129e3954423&npa=0&pscdl=noapi&auid=278222601.1738783639&uaa=x86&uab=64&uafvl=Chr  
omium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128  
.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1&rfmt=3&fmt=3&is_vtc  
=1&cid=CAQSKQCjtLzMmKznf06r4-2j_BmvFDZiRiPtGwR80ZLtZeMzjx_-sTUbHkwU&random=335232  
5172&rmt_tld=1&ipr=y
```

Along with the user's selection of diabetes within health conditions, Criteo gets information on the other products listed on the menu and the currency and price of the product.

```
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Findings: Criteo gets access to the information on currency, price, and other listed products that are listed on the page.



Add

Out of the products listed, we choose the 'Protinex diabetes care nutrition powder'.

https://sslwidget.criteo.com/event?a=78020&v=5.31.1&otl=1&p0=e%3Dce%26m%3D%255B%255D%26h%3Dnone&p1=e%3Dexd%26z%3Dundefiend%26site_type%3Dd%26ref%3Dhttps%253A%252F%252Fwww.apollo247.com&p2=e%3Dac%26c%3Dundefiend%26p%3D%255Bitem_id%25253DPRO1843%252526item_name%25253DProtinex%25252520Diabetes%25252520Care%25252520Creamy%25252520Vanilla%25252520Flavour%25252520Nutrition%25252520Powder%25252520400%25252520gm%25252520%2525252520For%25252520Blood%25252520Sugar%2525252520%25252520Weight%25252520Management%25252520%25252526%25252520Strength%25252526item_category%25253DHEALTH%25252520%25252526%25252520NUTRITION%25252526item_category2%25253DNUTRITIONAL%25252520DRINKS%25252526item_category3%25253DADULT%25252520NUTRITION%25252526item_category4%25253Din%25252520stock%25252526item_category5%25253DFMCG%25252526location_id%2525253D%25252526pr%2525253D760%25252526discount%2525253D79.90%25252526q%25253D1%25252526item_brand%25253Dundefiend%25252526coupon%2525253D%25252526item_list_name%2525253D%25252526index%2525253D1%25252526item_variant%2525253DDefault%25252526currency%2525253DINR%25252526value%2525253D229%25252526affiliation%2525253D%25252520Citem_id%2525253DENS0075%25252526item_name%2525253DEnsure%25252520Diabetes%25252520Care%25252520Vanilla%25252520Delight%25252520Flavour%25252520Powder%25252520for%25252520Adults%25252520C%252525201%25252520kg%25252520(2x500%25252520gm)%25252526currency%2525253DINR%25252526coupon%2525253D%25252526discount%2525253D180.00%25252526index%2525253D1%25252526item_brand%2525253Dundefiend%25252526item_category%2525253DHEALTH%25252520%25252526%25252520NUTRITION%25252526item_category2%25253DNUTRITIONAL%25252520DRINKS%25252526item_category3%25253DADULT%25252520NUTRITION%25252526item_category4%25253Din%25252520stock%25252526item_category5%25253DFMCG%25252526item_variant%2525253Dundefiend%25252526pr%2525253D2120%25252526q%25253D1%25252526item_list_name%2525253D%25252520Citem_id%2525253DACC0008%25252526item_name%2525253DAccu-Chek%25252520Active%25252520Test%25252520Strips%25252520C%2525252050%25252520Count%25252526currency%2525253DINR%25252526coupon%2525253D%25252526discount%2525253D61.30%25252526index%2525253D2%25252526item_brand%2525253Dundefiend%25252526item_category%2525253DHEALTH%25252520DEVICES%25252526item_name%2525253D%25252520Citem_id%2525253DACC0008%25252526item_name%2525253DAccu-Chek%25252520Active%25252520Test%25252520Strips%25252520C%2525252050%25252520Count%25252526currency%2525253DINR%25252526coupon%2525253D%25252526discount%2525253D61.30%25252526index%2525253D2%25252526item_brand%2525253Dundefiend%25252526item_category%2525253DHEALTH%25252520DEVICES%25252526item_name%2525253D%25252520Citem_id%2525253DACC0008%25252526item_name%2525253DAccu-Chek%25252520Active%25252520Test%25252520Strips%25252520C%2525252050%25252520Count%25252526currency%2525253DINR%25252526coupon%2525253D%25252526discount%2525253D61.30%25252526index%2525253D2%25252526item_brand%2525253Dundefiend%25252526item_category%2525253DHEALTH%25252520DEVICES%25252526item_name%2525253D%25252520Citem_id%2525253DACC0008%25252526item_name%2525253DAccu-Chek%25252520Active%25252520Test%25252520Strips%25252520C%2525252050%25252520Count%25252526currency%2525253DINR%25252526coupon%2525253D%25252526discount%2525253D61.30%25252526index%2525253D2%25252526item_brand%2525253Dundefiend%25252526item_category%2525253DHEALTH%25252520DEVICES%25252526item_name%2525253D%25252520Citem_id%2525253DACC0008%25252526item_name%2525253DAccu-Chek%25252520Active%25252520Test%25252520Strips%25252520C%2525252050%25252520Count%25252526currency%2525253DINR%25252526coupon%2525253D%25252526discount%2525253D61.30%25252526index%2525253D2%25252526item_brand%2525253Dundefiend%25252526item_category%2525253DHEALTH%25252520DEVICES%25252526item_name%2525253D%25252520Citem_id%2525253DACC0008%25252526item_name%2525253DAccu-Chek%25252520Active%25252520Test%25252520Strips%25252520C%2525252050%25252520Count%25252526currency%2525253DINR%25252526coupon%2525253D%25252526discount%2525253D61.30%25252526index%2525253D2%25252526item_brand%2525253Dundefiend%25252526item_category%2525253DHEALTH%25252520DEVICES%25252526item_name%2525253D%25252520Citem_id%2525253DACC0008%25252526item_name%2525253DAccu-Chek%25252520Active%25252520Test%25252520Strips%25252520C%2525252050%25252520Count%25252526currency%2525253DINR%25252526coupon%2525253D%25252526discount%2525253D61.30%25252526index%2525253D2%25252526item_brand%2525253Dundefiend%25252526item_category%2525253DHEALTH%25252520DEVICES%25252526item_name%2525253D%25252520Citem_id%2525253DACC0008%25252526item_name%2525253DAccu-Chek%25252520Active%25252520Test%25252520Strips%25252520C%2525252050%25252520Count%25252526currency%2525253DINR%25252526coupon%2525253D%25252526discount%2525253D61.30%25252526index%2525253D2%25252526item_brand%2525253Dundefiend%25252526item_category%2525253DHEALTH%25252520DEVICES%25252526item_name%2525253D%25252520Citem_id%2525253DACC0008%25252526item_name%2525253DAccu-Chek%25252520Active%25252520Test%25252520Strips%25252520C%2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%2525252025%25252520Lancets)%2525252C%252525201%25252520Kit%252526currency%25253D
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m_brand%25253Dundefined%252526item_category%25253DHEALTH%25252520DEVICES%252526it
em_category2%25253DHEALTH%25252520MONITORS%252526item_category3%25253DGLUCOMETERS
%25252520%25252526%25252520TEST%25252520STRIPS%252526item_category4%25253Din%2525
2520stock%252526item_category5%25253DPL%252526item_variant%25253Dundefined%252526
pr%25253D1147%252526q%25253D1%252526item_list_name%25253D%252Citem_id%25253DAPD00
56%252526item_name%25253DApollo%25252520Pharmacy%25252520Diabetic%25252520Vanilla
%25252520Flavour%25252520Protein%25252520Powder%2525252C%25252520400%25252520gm%2
52526currency%25253DINR%252526coupon%25253D%252526discount%25253D107.20%252526ind
ex%25253D7%252526item_brand%25253Dundefined%252526item_category%25253DHEALTH%2525
2520%25252526%25252520NUTRITION%252526item_category2%25253DNUTRITIONAL%25252520DR
INKS%252526item_category3%25253DADULT%25252520NUTRITION%252526item_category4%2525
3Din%25252520stock%252526item_category5%25253DPL%252526item_variant%25253Dundefin
ed%252526pr%25253D745%252526q%25253D1%252526item_list_name%25253D%252Citem_id%252
53DFRE0348%252526item_name%25253DFreeStyle%25252520Libre%25252520Sensor%25252520-
%25252520Flash%25252520Glucose%25252520Monitoring%25252520System%2525252C%2525252
01%25252520Count%252526currency%25253DINR%252526coupon%25253D%252526discount%2525
3D0%252526index%25253D8%252526item_brand%25253Dundefined%252526item_category%2525
3DHEALTH%25252520DEVICES%252526item_category2%25253DHEALTH%25252520MONITORS%25252
6item_category3%25253DGLUCOMETERS%25252520%25252526%25252520TEST%25252520STRIPS%2
52526item_category4%25253Din%25252520stock%252526item_category5%25253DFMCG%252526
item_variant%25253Dundefined%252526pr%25253D5249%252526q%25253D1%252526item_list_
name%25253D%252Citem_id%25253DPEN0440%252526item_name%25253DPentaSure%25252520DM%
25252520Diabetes%25252520Care%25252520Creamy%25252520Vanilla%25252520%25252526%25
252520Cinnamon%25252520Powder%252525201%25252520kg%252526currency%25253DINR%25252
6coupon%25253D%252526discount%25253D0%252526index%25253D9%252526item_brand%25253D
undefined%252526item_category%25253DHEALTH%25252520%25252526%25252520NUTRITION%25
2526item_category2%25253DNUTRITIONAL%25252520DRINKS%252526item_category3%25253DAD
ULT%25252520NUTRITION%252526item_category4%25253Din%25252520stock%252526item_cate
gory5%25253DFMCG%252526item_variant%25253Dundefined%252526pr%25253D2925%252526q%2
5253D1%252526item_list_name%25253D%2525D%26tms%3Dgtm-ee-1.2.0&p3=e%3Ddis&bundle=X1
tCd19XNnNmEXFSEk2Y3pqOWFGVldqdG9ZVUHOVTRjQWdaMVkxM2tmcD11VzI3Z2xYaEg3NCUyQlJXSmR

```
2SjlMNld3Vm5QdnVDdmQ4ZjVPTDdER2Q5b3BBVG1BZlJraE5CQ2VWaUQ4OXNzcVdWWSUyQm5JRk91eXg0
eCUyQklKayUyRnElMkZlRGtmd2RDVm1JQ0Nqc0VwVVhtRkpVQ1pjdW9SbmtOMTQ2cW9zcTY0VXpBU3pjU
kdiSyUyQkl3a0pjNHBrRXBnbXlNejFOQnZZYmZTTlZ6U08zWTJ4SW9QM2JNVmtBJTNEJTNE&sc=%7B%22
fbp%22%3A%22fb.1.1738783642129.262118225630350516%22%7D&tld=apollopharmacy.in&dy=
1&fu=https%253A%252F%252Fwww.apollopharmacy.in%252Fshop-by-health-conditions%252F
diabetic&pu=https%253A%252F%252Fwww.apollo247.com%252F&ceid=ebbf8333-8dc8-49f2-82
88-719cda27b399
```

Google gets information on the user's selection of a diabetes product.

Findings: Criteo gets information on the selection of diabetes products. It also gets information of other products listed on the menu and the currency and value of the product. Google receives information about the user's selection of a diabetes product.

```
https://www.google.com/pagead/1p-conversion/634312653/?random=359115075&cv=11&fst
=1738784237405&bg=ffffff&guid=ON&async=1&gtm=45be5230v893595439z89166855229za201z
b9166855229&gcd=131313131111&dma=0&tag_exp=101509157~102067808~102081485~10212360
8~102482433~102539968~102558064&u w=1440&u h=900&url=https%3A%2F%2Fwww.apollophar
macy.in%2Fshop-by-health-conditions%2Fdiabetic&ref=https%3A%2F%2Fwww.apollo247.co
m%2F&label=o9qNCPz5qI0CEM2vu64C&hn=www.googleadservices.com&frm=0&tiba=Buy%20Best
%20diabetic%20Products%20Online%20in%20India%20-%20Apollo%20Pharmacy&value=0&curr
ency_code=INR&ga_uid=G-9CWW1XZBKT.ec76ef32-0e38-44b8-a25b-0129e3954423&nps=0&pscd
l=noapi&auid=278222601.1738783639&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%
7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=
&uap=macOS&uapv=10.15.7&uaw=0&fledge=1&capi=1&fmt=3&ct_cookie_present=false&eoid=
CjkKEQiAtYy9BhCRqdPsiuq2toEBEiQAXJOjwBscFiB0sBvU1KsmBVIgKLZ52oJzgIXU7iScFyd4qiTw_
wcB&crd=CLHBsQIIsmGxAgixw7ECCIrFsQIIwsmxAgjrxrECCkPFsQIIkMmxAgjTxbECC0vMsQIIz86xA
iIBAUABSixldmVudC1zb3VyY2UsIHRyaWdnZXIsIG5vdC1uYXZpZ2F0aW9uLXNvdXJjZVoDCgEBYgQKAg
ID&pscrd=CIDxvI_2nr_a2wEiEwiLqeOGpK2LaxU3pawCHS6hHmsyAggDMgIIBDICCacyAggIMgIICTIC
CAoyAggCMgIICzICCBuYAggfMgIIEzICCBi6Hmh0dHBzOi8vd3d3LmFwb2xsb3BoYXJtYWN5LmluL0JXQ
2hBSWdMV012UVlROWFheHhLb1NodlowRWkwQUF2dG1zMVJOV01HYmZsQWlWZktWRED0bGUxVzBjM00yaV
ZZRm4zaS1KMFNxbFdeTXBXOEuzSWN0N1VR&is_vtc=1&cid=CAQSKQCjtLzMdi3OY3EqzWgjAki3nWTDC
LTFEU1YxE6wa5RUOFIxIKn67r6h&eitems=ChEIGLWMvQYQue6A1NqdodD_ARIdADGnJcFCM4pR5Ybzvo
DO182ESRV63Lq5bWpeAiQ&random=3005867151
```



```
d%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&fledge=1&rfmt=3&fmt=3&is_vtc=1&cid=CAQSKQCjtLzMEEt-wmDaB96mreJQ6e53CU3NxN12lGxo-sgjZ08KEIcnmypT&random=955859343&rmt_tld=0&ipr=y
```

0068

Amount to Pay ^

₹669

Proceed

Fig. 83. Apollo 24/7 Payment amount for the user.

On performing this action, we see the amount to be paid for the user on the screen. The navigation ends here.

II.VI. Practo Web Platforms Analysis

Website

practo.com

II.VI.I Permissions, Data Collection Consent Banner, Comments on Timing of Notice and Affirmative Action, Trackers Found

Permissions Sought

Location permission was sought on the website when the user selects 'use my location' for finding doctors.

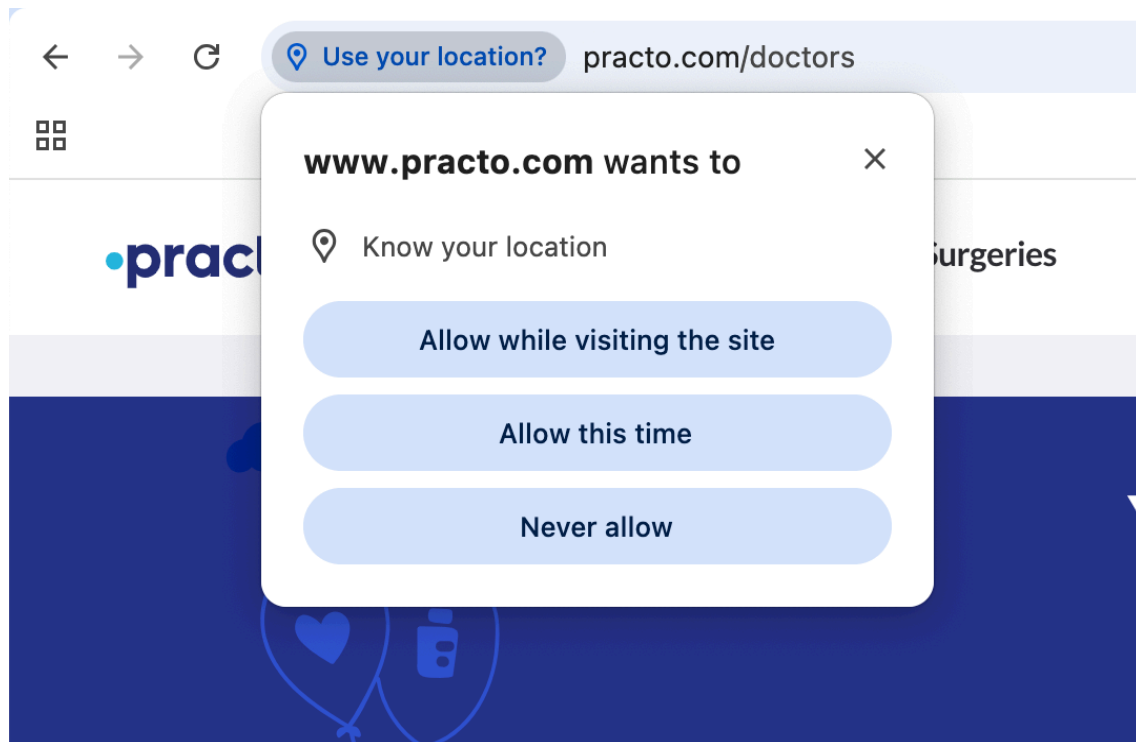


Fig. 84. Location permission sought from the user.

Privacy Policy

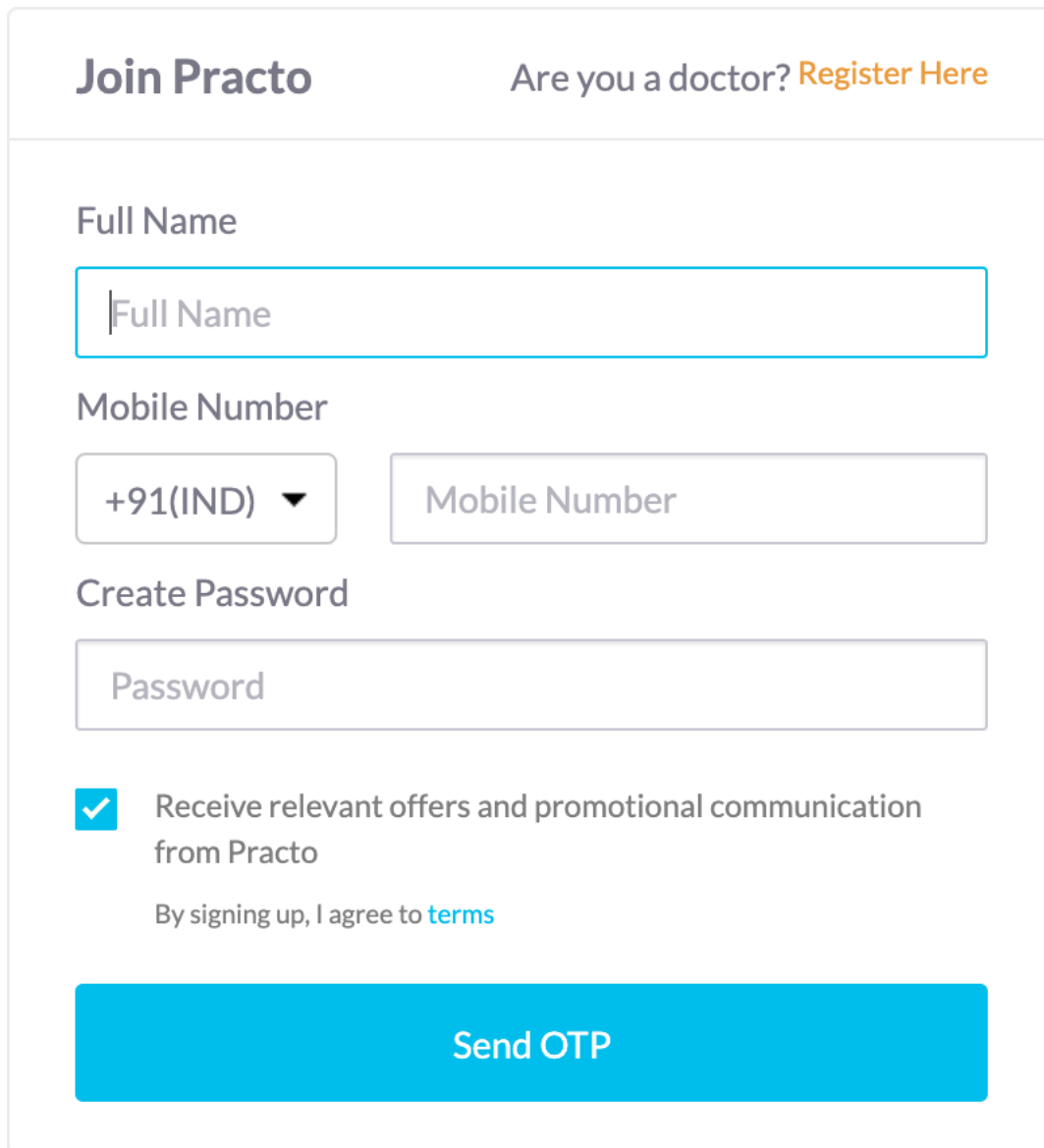
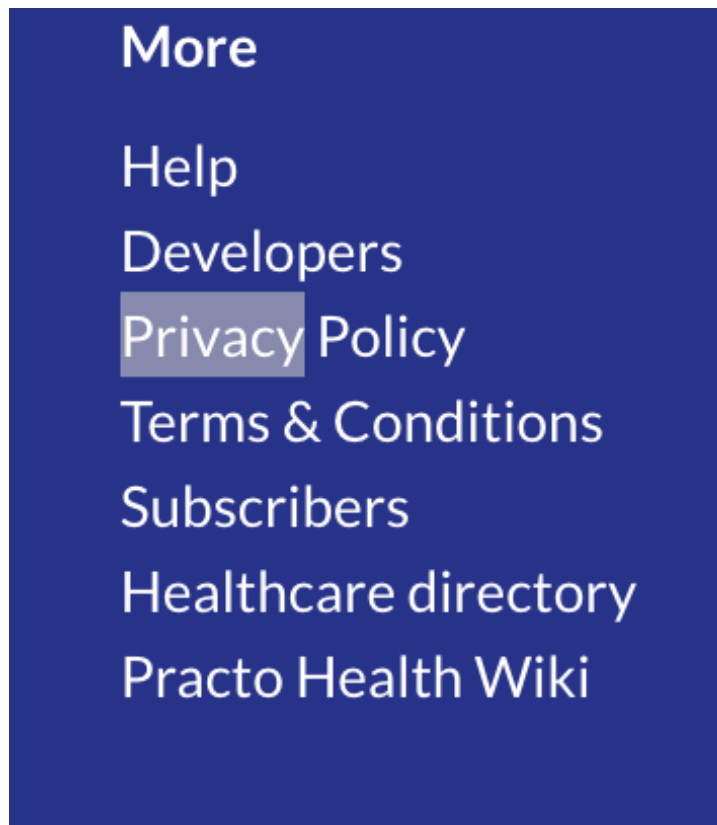
The image shows the 'Join Practo' registration page. At the top, there's a header with 'Join Practo' on the left and 'Are you a doctor? Register Here' on the right. Below the header, the form is divided into sections. The first section is 'Full Name' with a text input field. The second section is 'Mobile Number' with a dropdown menu showing '+91(IND)' and a text input field. The third section is 'Create Password' with a text input field. Below the password field, there's a checkbox that is checked, with the text 'Receive relevant offers and promotional communication from Practo'. Underneath the checkbox, it says 'By signing up, I agree to terms'. At the bottom of the form is a large blue button labeled 'Send OTP'.

Fig. 85. Practo Registration Page.

Privacy policy is found in the 'terms' during registration. It is also available in the footer.

Comments about Timing of Notice and Affirmative Consent

1. Although the privacy policy is shown in a link at the time of registration, it is ambiguous titled 'terms'.
2. Regarding affirmative consent, the checkbox on the website regarding receiving offers and promotional communication at registration appears as well.



3. .
Fig. 86. Practo Privacy Policy in the Footer

Third Parties Found

1.	SalesForce Chat
2.	Sentry
3.	CloudFlare Insights
4.	CleverTap/Wzrckt
5.	SpeedCurve
6	Google
7	gstatic
6.	Google Analytics
7.	cdnfonts
8.	DoubleClick
9.	Lotame/crwdcntrl

Table. Third Parties Receiving Information from Practo

Data Collection Consent Banner

No data collection consent banner was shown throughout the navigation for informing users about third party data collection.

II.VI.II. Doctor's Consultation Booking

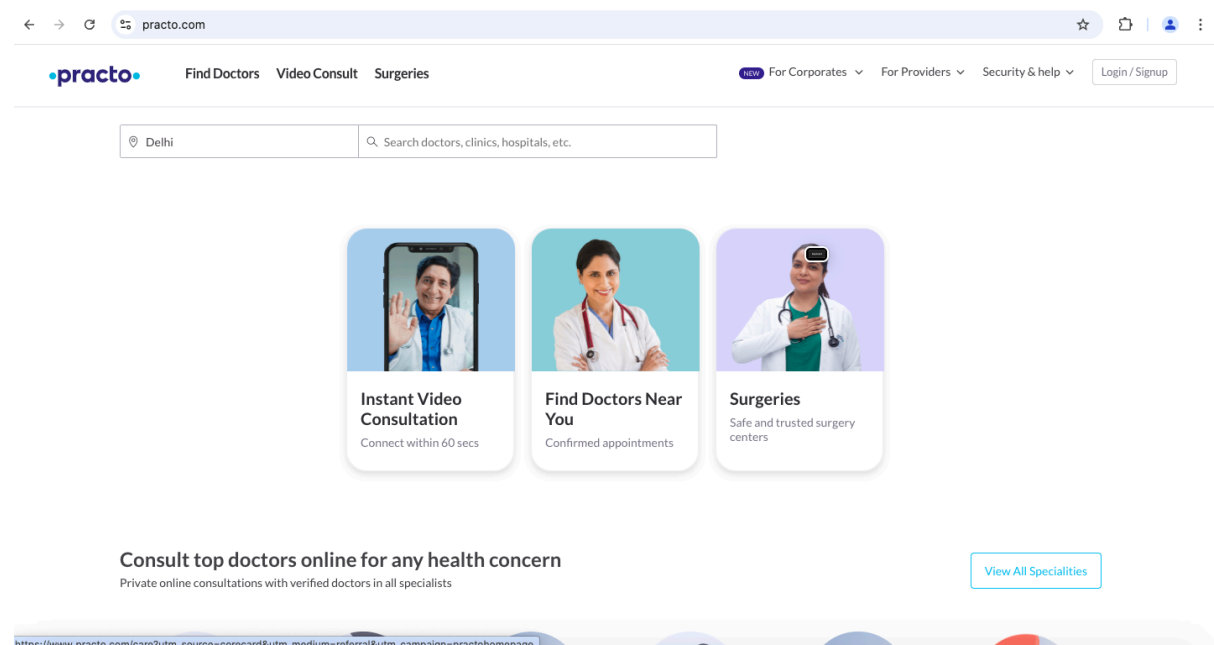


Fig. 87. Practo Home Page.

We land on the home page after entering the Practo URL.

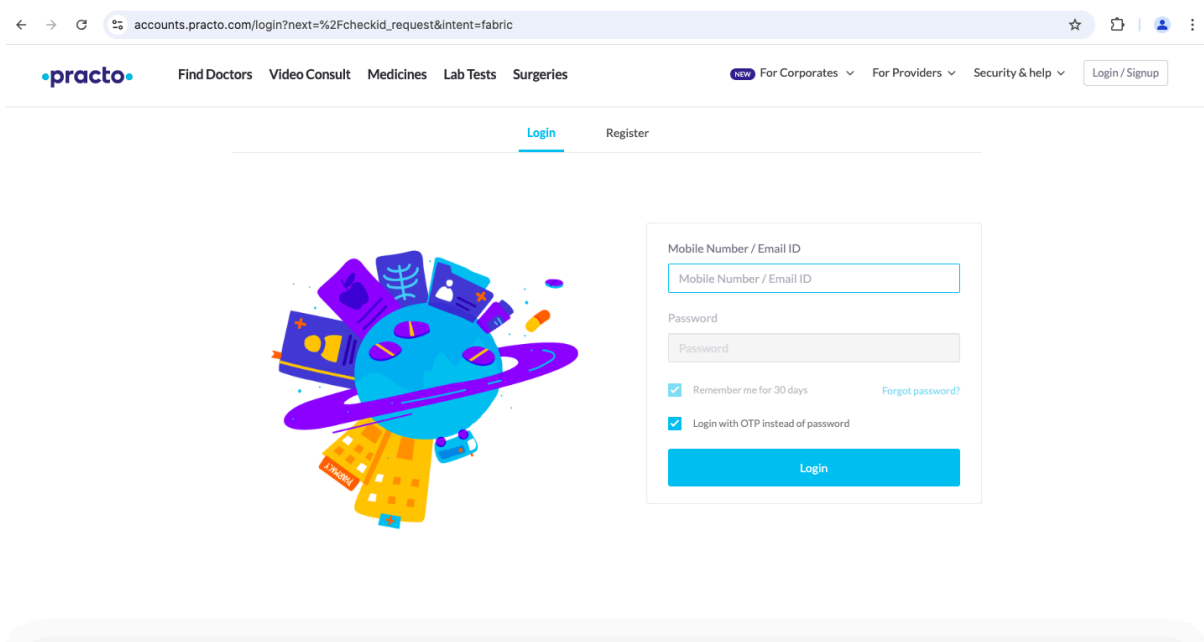
On landing on the home page, Google Analytics gets information regarding the functionality of the application of booking doctor appointments, ordering medicines and diagnostic tests.

```
https://analytics.google.com/g/collect?v=2&tid=G-CHP6SFVZ2Y&gtm=45je52d0v9128828720za200&_p=1739866220724&gcd=131313131211&npa=0&dma=0&tag_exp=101509156~102067808~102482432~102539968~102558064~102587591~102605417~102640600&ul=en-gb&sr=1440x900&cid=382708926.1737911128&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNet%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=ua&p=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_eu=EBAI&_s=1&dl=https%3A%2F%2Fwww.practo.com%2F&dt=Practo%20%7C%20Video%20Consultation%20with%20Doctors%2C%20Book%20Doctor%20Appointments%2C%20Order%20Medicine%2C%20Diagnostic%20Tests&sid=1739865800&sct=3&seg=1&en=page_view&_ee=1&tfd=5758
```

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=237110653&t=pageview&_s=1&dl=https%3A%2F%2Fwww.practo.com%2F&ul=en-gb&de=UTF-8&dt=Practo%20%7C%20Video%20Consultation%20with%20Doctors%2C%20Book%20Doctor%20Appointments%2C%20Order%20Medicine%2C%20Diagnostic%20Tests&sd=24-bit&sr=1440x900&vp=1440x725&je=0&_u=AACAAEABAA
```

```
AAACAAI~&jid=&gjid=&cid=382708926.1737911128&tid=UA-18841050-11&_gid=953950054.1739865799&_slc=1&z=643879122
```

```
https://www.google.com/ccm/collect?en=page_view&dr=www.practo.com&dl=https%3A%2F%2Fwww.practo.com%2F&scsrc=www.googletagmanager.com&frm=0&rnd=2032483249.1739866221&dt=Practo%20%7C%20Video%20Consultation%20with%20Doctors%2C%20Book%20Doctor%20Appointments%2C%20Order%20Medicine%2C%20Diagnostic%20Tests&auaid=2142539548.1737911127&navt=r&npa=0&gtm=45fe52d0v9190640229za200&gcd=13131313111&dma=0&tag_exp=102067808~102482432~102539968~102556565~102558064~102587591~102605417~102640600&tft=1739866220826&tfd=385&apve=1
```



accounts.practo.com/login?next=%2Fcheckid_request&intent=fabric

practo Find Doctors Video Consult Medicines Lab Tests Surgeries For Corporates For Providers Security & help Login / Signup

Login Register

Mobile Number / Email ID

Mobile Number / Email ID

Password

Password

☒ Remember me for 30 days [Forgot password?](#)

☒ Login with OTP instead of password

Login

Fig. 88. Practo Login Form

From the home page, we navigate to the login screen and enter our credentials.

At this stage, the user's phone number is shared with google analytics.

Findings: User's phone number is shared with Google Analytics. Google Analytics also receives information that the user has landed on the page that allows booking doctor appointments, ordering medicines and diagnostic tests.

```
tps://analytics.google.com/g/collect?v=2&tid=G-599VDCZBMZ&gtm=45je52d0v9125867866za
0&p=1739866032317&gcd=131313131211&npa=0&dma=0&tag_exp=101509157~102067808~1024824
~102539968~102558064~102587591~102605417~102640600&ul=en-gb&sr=1440x900&cid=3827089
.1737911128&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBra
%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7
aw=0&are=1&pae=1&frm=0&pscdl=noapi&_eu=EBAI&_s=1&dl=https%3A%2F%2Faccounts.practo.c
%2Frequest_otp_registration%3Fmobile%3D%252B91XXXXXXXXXX%26intent%3Dfabric%26next%3D
52Fcheckid_request%26account_flow%3DTrue%26view_type%3Dnormal&dt=Practo%20Accounts&
d=1739865989&sct=2&seg=1&en=page_view&_ee=1&tfd=5694
```

NR-Data gets information regarding the user's action of OTP registration.

```
tps://bam.nr-data.net/events/1/e66900166e?a=588826&v=1.281.0&to=b1wDZktSXkVRUhcnWfY
0dXUERfX19MFEVZWgIcWEZEXh5SDApDS1YNXlxBHkABHxMFQ1FcD0ZmQVVRWUIXF1ZMUA5cZlBfWERDDAhb
tbYlhHWVNeRTEBUFFKFUBYR1lZXnIMCkNKVg1eXEEeRFVAFgFETGYORKlsQlNXWBAQRVlNCF1X&rst=3135
ck=0&s=5cd037242a747c74&ref=https://accounts.practo.com/request_otp_registration&pt
=a1b91c4a4cec6b4d
```

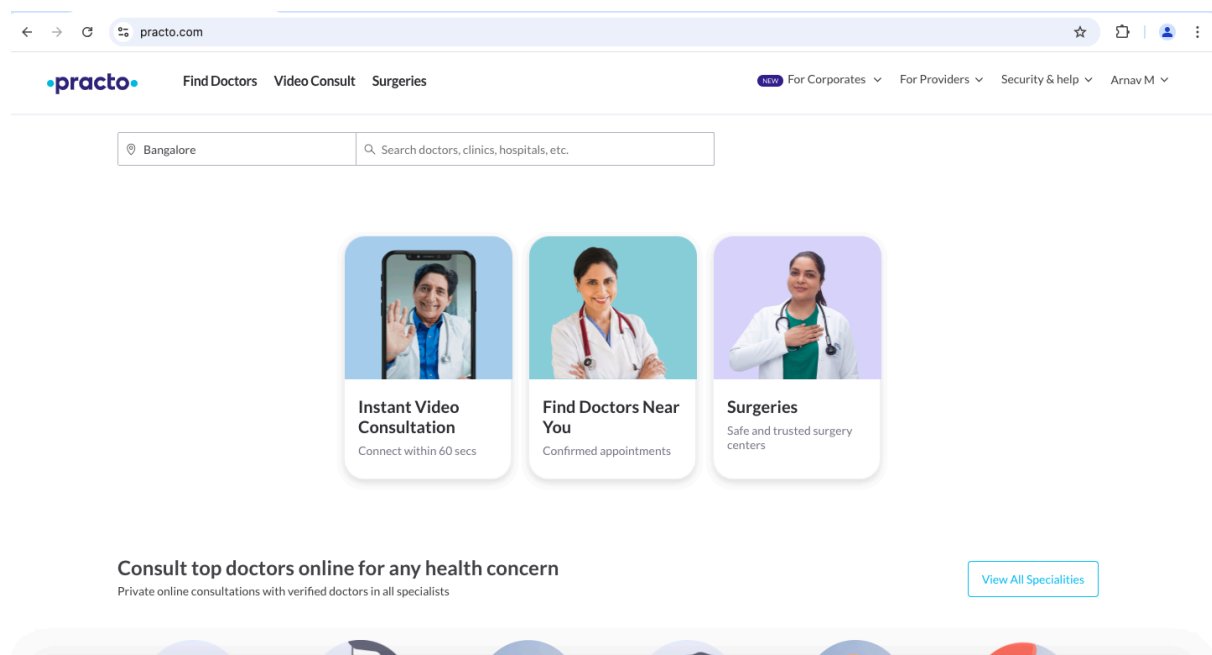


Fig. 89. Practo Home Page

After successful authentication, we return to the home page. This page has already been analysed above.

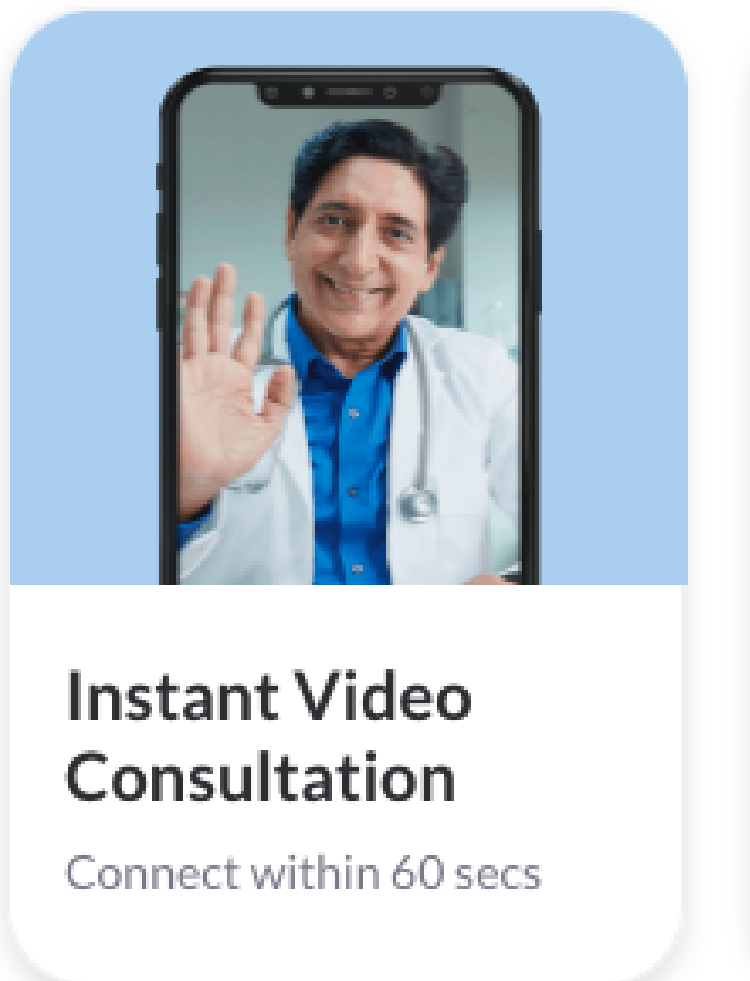


Fig. 90. Practo Instant Video Consultation Selection

Out of the given options, we select instant video consultation.

Here, Google analytics and Google get information regarding user's selection for online consultation and advice.

Findings: Google Analytics and Google domains receive information of the user's navigation to the page with online consultation.

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=1303757521&t=pageview&_s=1&dl=https%3A%2F%2Fwww.practo.com%2Fconsult%3Futm_source%3Dcorecard%26utm_medium%3Dreferral%26utm_campaign%3Dpractohomepage&ul=en-gb&de=UTF-8&dt=Online%20Doctor%20Consultation%20%7C%20Ask%20Top%20Doctor%27s%20Advice%2024*7%20%7C%20Practo&sd=24-bit&sr=1440x900&vp=1440x725&je=0&_u=ACCAAEABAAAAAGAAI~&jid=202368205&gjid=16782
```



```
5261&cid=382708926.1737911128&tid=UA-18841050-11&_gid=953950054.1739865799&_r=1&_slc=1&z=1994280158
```

```
https://www.google.com/ccm/collect?en=page_view&dr=www.practo.com&dl=https%3A%2F%2Fwww.practo.com%2Fconsult&scrsrc=www.googletagmanager.com&frm=0&rnd=1162847394.1739866347&dt=Online%20Doctor%20Consultation%20%7C%20Ask%20Top%20Doctor%27s%20Advice%2024*7%20%7C%20Practo&auid=2142539548.1737911127&navt=n&npa=0&gtm=45fe52d0v9190640229za200&gcd=131313131111&dma=0&tag_exp=102067808~102482432~102539968~102556565~102558064~102587591~102605417~102640600&tft=1739866346697&tfd=2605&apve=1
```

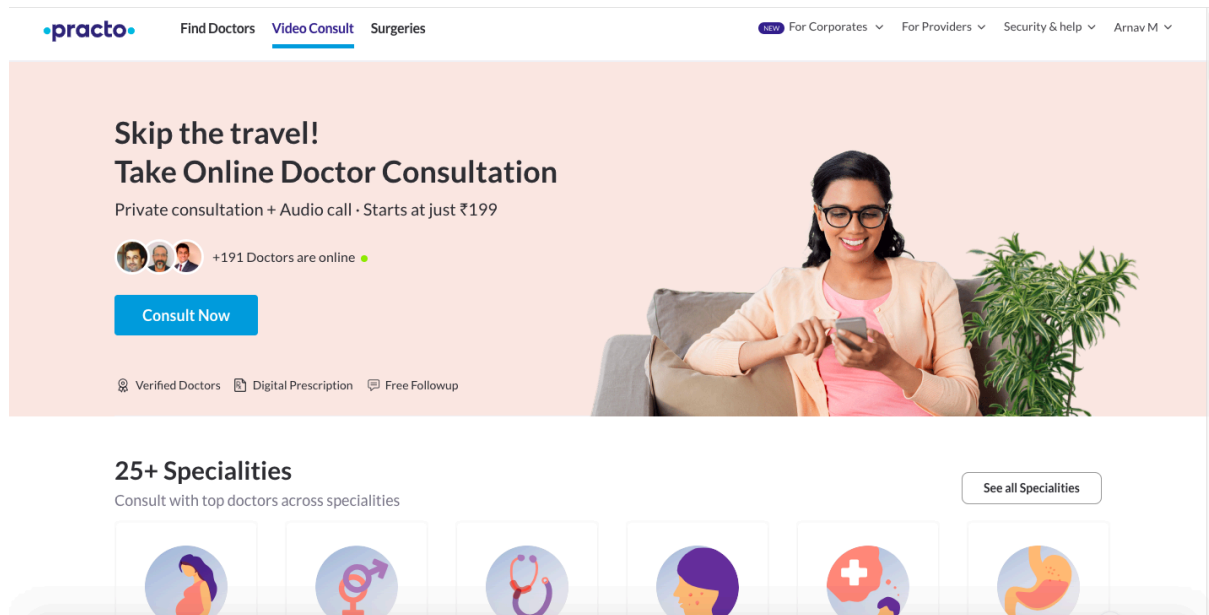


Fig. 91. Practo Doctor Consultation Page

On selecting instant video consultation, we are taken to the consultation screen.

Google Analytics receives information regarding user's requests for an online doctor consultation (similar to the information it receives in the previous step of the navigation).

```
https://analytics.google.com/g/collect?v=2&tid=G-7RSD8FGHG5&gtm=45je52d0v9129996623za200&_p=1739866505765&_gaz=1&gcd=131313131211&npa=0&dma=0&tag_exp=102067808~102482432~102539968~102558064~102587591~102605417~102640600&ul=en-gb&sr=1440x900&cid=382708926.1737911128&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macos&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_eu=EBAI&_s=1&dl=https%3A%2F%2Fwww.practo.com%2Fconsult%3Futm_source%3Dcorecard%26utm_medium%3Dreferral%26utm_campaign%3Dpractohomepage&dt=Online%20Doctor%20Consultation%20%7C%20Ask%20Top%20Doctor%27s%20Advice%2024*7%20%7C%20Practo&sid=1739866347&sct=2&seg=1&en=page_view&_ee=1&tfd=5140
```

https://analytics.google.com/g/collect?v=2&tid=G-CHP6SFVZ2Y>m=45je52d0v9128828720za200&p=1739866505765&_gaz=1&gcd=131313131211&npa=0&dma=0&tag_exp=101509156~102067808~102482432~102539968~102558064~102587591~102605417~102640600&ul=en-gb&sr=1440x900&cid=382708926.1737911128&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_eu=EBAI&_s=1&dl=https%3A%2F%2Fwww.practo.com%2Fconsult%3Futm_source%3Dcorecard%26utm_medium%3Dreferral%26utm_campaign%3Dpractohomepage&dt=Online%20Doctor%20Consultation%20%7C%20Ask%20Top%20Doctor%27s%20Advice%2024*7%20%7C%20Practo&sid=1739865800&sct=3&seg=1&en=page_view&_ee=1&tfd=5674

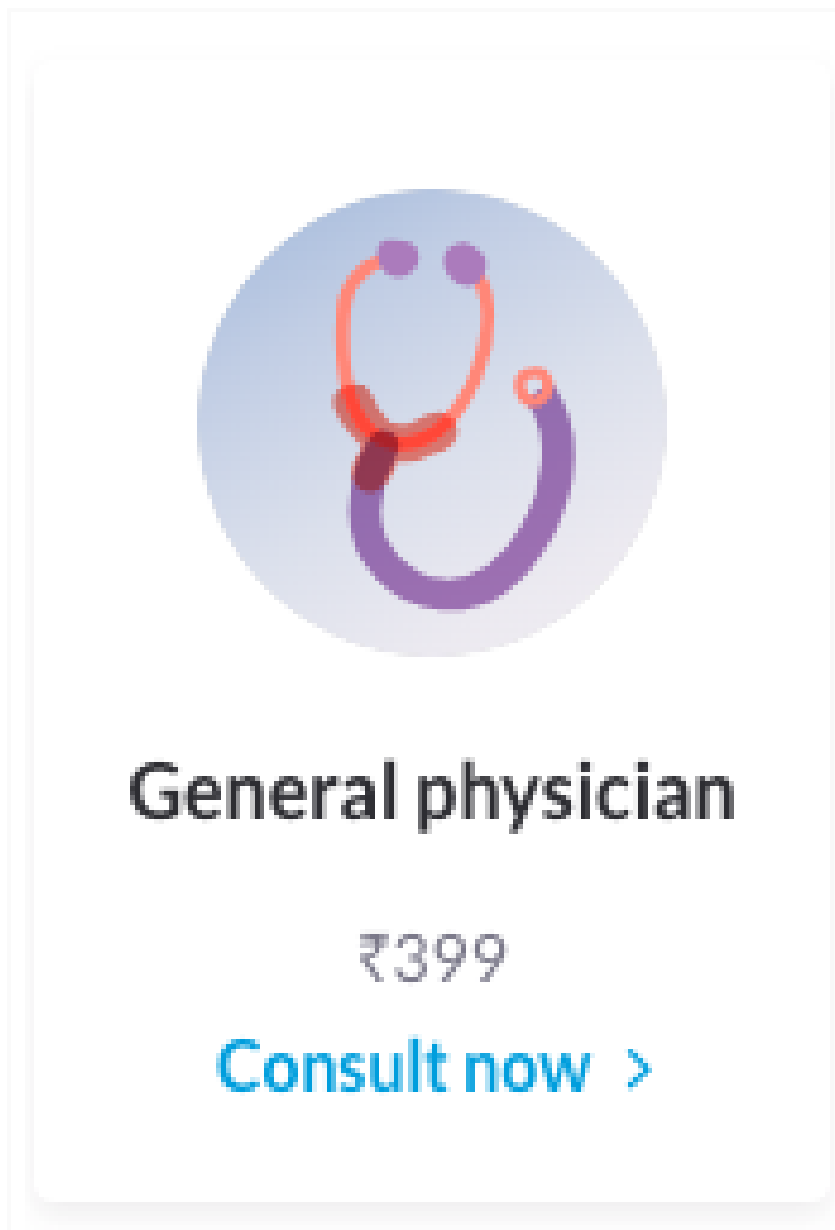


Fig. 92. Practo General Physician icon

We see the general physician icon on the video consultation page. We click on that.

On clicking on the General Physician icon, Google Analytics gets information regarding the user's request for doctor consultation. However, the details of this request are not shared.

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=1561861580&t=pageview&_s=1&dl=https%3A%2F%2Fwww.practo.com%2Fconsult%2Fdirect%2Fnew_consultation%3Fid%3D22&ul=en-gb&de=UTF-8&dt=Ask%20A%20Doctor%20Online%20And%20Get%20Answers%2024X7%20%7C%20Ask%20A%20Doctor%20Free%20%7C%20Practo&sd=24-bit&sr=1440x900&vp=1440x725&je=0&_u=ACCAAEABAAAAGAAI~&jid=80161289&gjid=1637987026&cid=382708926.1737911128&tid=UA-18841050-11&_gid=953950054.1739865799&_r=1&_slc=1&z=1624712837
```

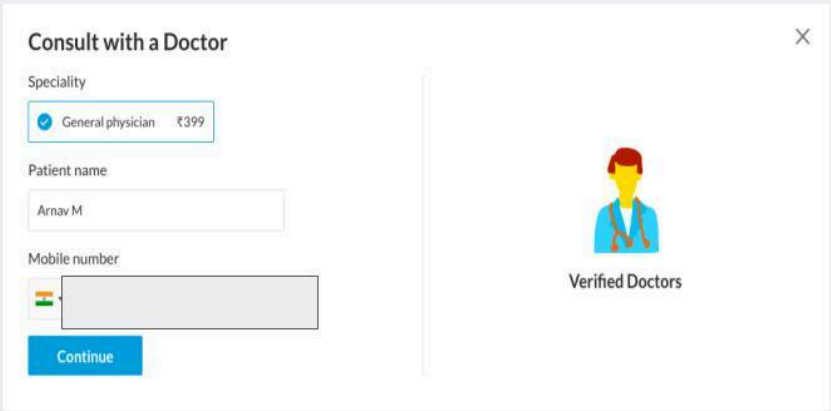
A screenshot of the 'Consult with a Doctor' form on the Practo website. The form is titled 'Consult with a Doctor' and has a close button (X) in the top right corner. It contains the following fields: 'Speciality' with a dropdown menu showing 'General physician' and a price of '₹399'; 'Patient name' with a text input field containing 'Arnav M'; 'Mobile number' with a text input field and a dropdown menu showing the Indian flag. A blue 'Continue' button is at the bottom left. On the right side of the form, there is a placeholder for a doctor's profile picture and the text 'Verified Doctors'.

Fig. 93. Practo Booking appointment form

On clicking on the general physician button, we see a consultation confirmation form.

We end the navigation here. No unusual data was shared about the user's activity with third parties at this step.

II.VI.II Medicine Booking

Join Practo

Are you a doctor? [Register Here](#)

Full Name

Full Name

Mobile Number

+91(IND) ▼

Mobile Number

Create Password

Password

☒ Receive relevant offers and promotional communication from Practo

By signing up, I agree to [terms](#)

Send OTP

Fig. 94. Practo Users sign up form.

This is the home page for medicine booking.

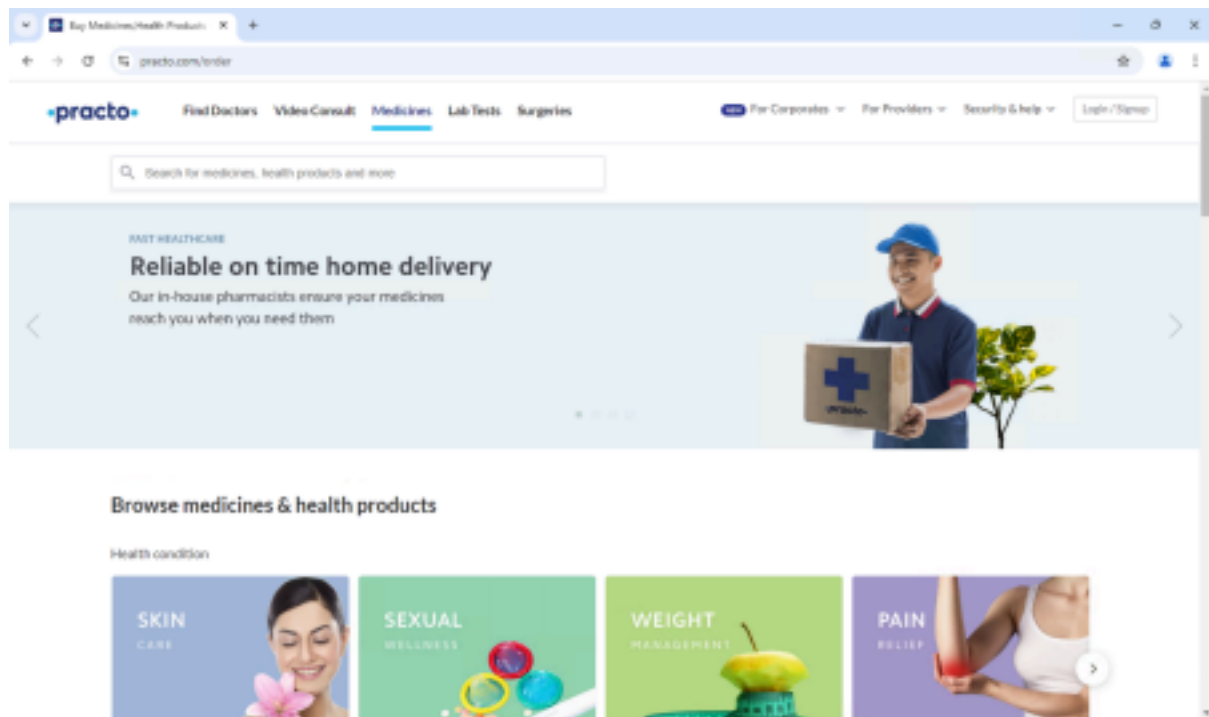


Fig. 95.Practo home page.

We land on the medicine page after entering the practo.com/order URL. There is no link to this page from the homepage (practo.com)

Google Analytics Page URL has information regarding the website's functionalities of ordering medicines, health products and medicines.

Findings: Google Analytics gets to know that the user has landed on Practo that offers medicines, health products and medicines.

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=2145684513&t=pageview
&_s=1&dl=https%3A%2F%2Fwww.practo.com%2Forder&dp=https%3A%2F%2Fwww.practo.com%2Forder
&ul=en-us&de=UTF-8&dt=Buy%20Medicines%20Health%20Products%20Online%20%7C%20In
dia%27s%20Most%20Reliable%20Online%20Medical%20Store%20%7C%20Practo&sd=24-bit&
sr=1440x900&vp=1423x765&je=0&_u=IEDAAEABAAAAACAAI~&jid=727157694&gjid=13940128
77&cid=1626298767.1730378348&tid=UA-18841050-11&_gid=265871134.17
30378348&_r=1&_slc=1&z=241659668
```

Out of the listed options, We clicked on “Skin Care” on the home page

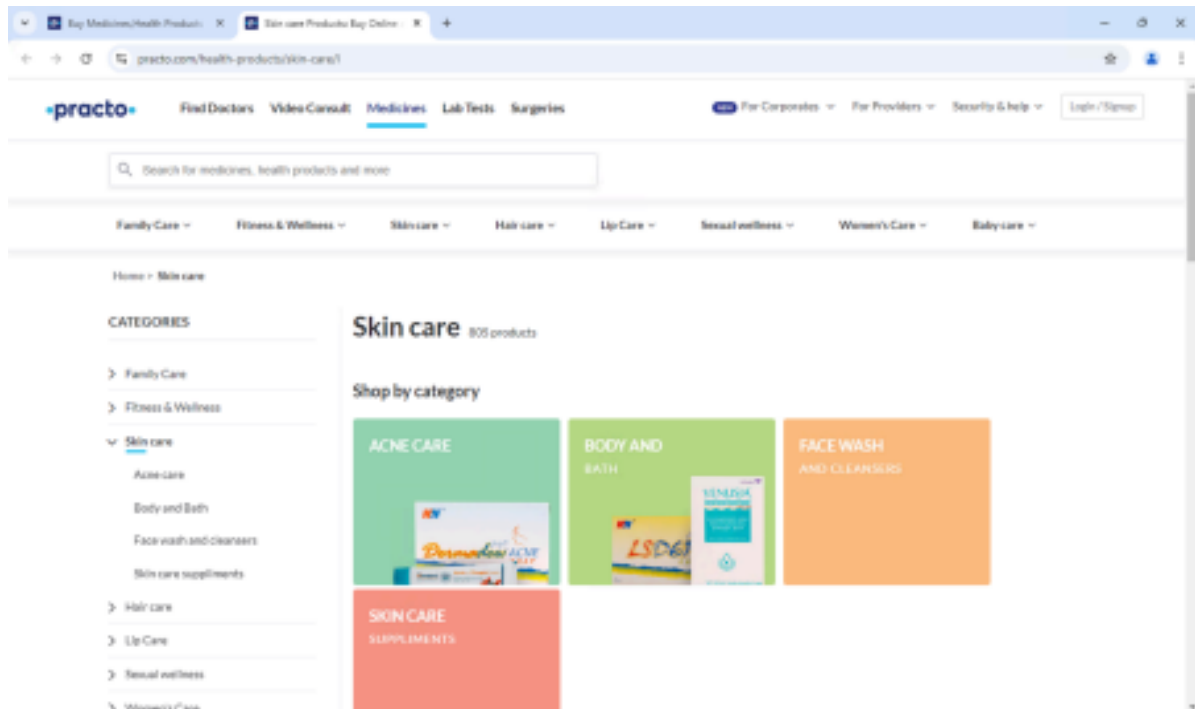


Fig. 96. Navigation to Practo 'skin care Category'.

After we select the 'Skin Care' Category on the home page, Google Analytics gets to know of this selection through the page URL.

Findings: Google Analytics gets to know that skin care has been selected by the user.

```
https://analytics.google.com/g/collect?v=2&tid=G-34LLDZZ06B&gtm=45je4as0v9125598412za200&_p=1730378392969&gcd=131313131211&npa=0&dma=0&tag_exp=101533422~101823848~101878899~101878944~101925629&ul=en-us&sr=1440x900&cid=1626298767.1730378348&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B130.0.6723.70%7CGoogle%2520Chrome%130.0.6723.70%7CNot%253FA_Brand%3B99.0.0.0&uamb=0&uam=&uap=Windows&uapv=15.0.0&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_eu=EBAI&_s=1&dl=https%3A%2F%2Fwww.practo.com%2Fhealth-products%2Fskin-care%2F1&dp=https%3A%2F%2Fwww.practo.com%2Fhealth-products%2Fskin-care%2F1&dt=Skin%20care%20Products%3A%20Buy%20Online%20at%20Best%20Prices%20in%20India%20%7C%20Practo&sid=1730378348&sct=1&seg=1&en=page_view&_ee=1&ep.ua_dimension_2=1&tfd=6417
```

We then click on "Acne Care" on the skin care page.

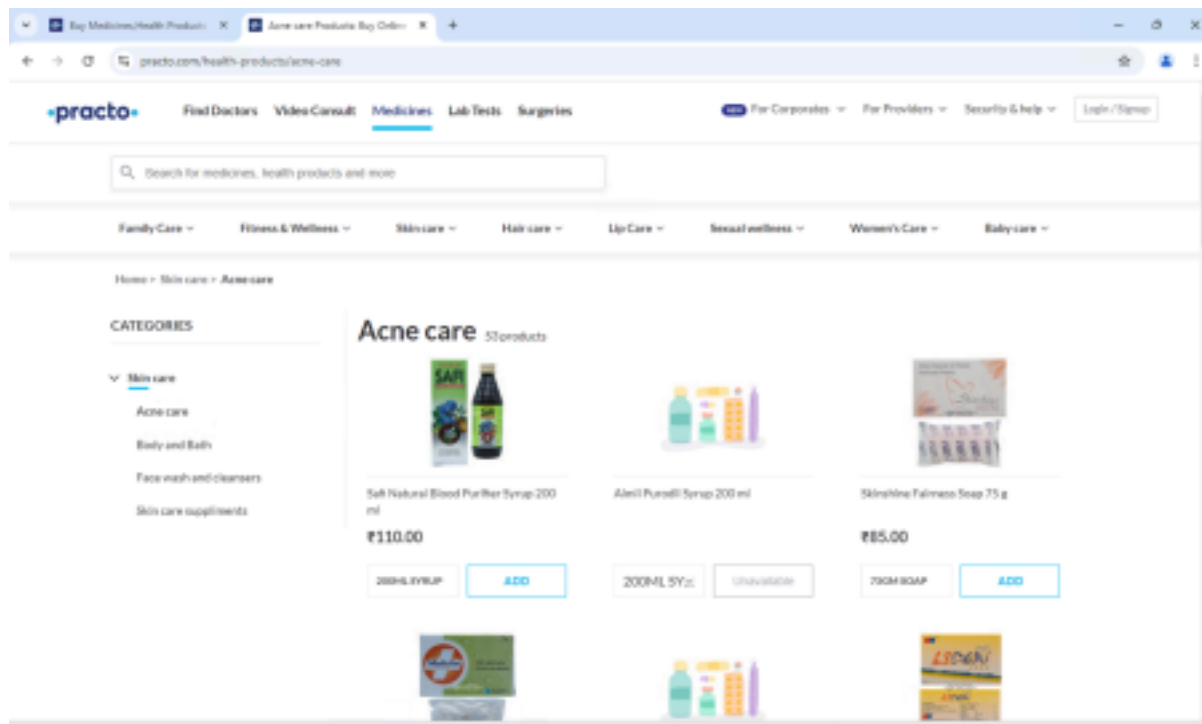


Fig. 97. User's selection of Acne Care within Skin Care.

Here, Google gets to know the user's navigation to the subcategory of Acne care within Skin care through the page URL. Google Analytics also receives this information.

Findings: Google Analytics and Google are the two domains that get the information about the user's selection of Acne care.

```
https://fundingchoicesmessages.google.com/f/AGSKWxWJ33X75s04vhZw_SorsLts-o04m8_cP
w00QwoSfKl12NRRr5ROFUn7F9f5hA50062SXmWB4CNlMVbEkPKOPjIFN0yK1w8BT2kVF41OSRm6AUiskq
TEkkt9Te3KHpvUImHW2Mas2w==?fccs=W1siQUtzUm9sODbXM3JQN0hKWG54M015dmdKX3JiaU0yc2Z4T
y01Y1NnR0pVaTlCWDBLMmUwLWJoUTUtQ0VKWk83bUVnbkx4ckRhc01Kek1FenpaV51QU1LTxu5aFU2VV
lqSH16MFVGRWszTXJER09zUULDUktNWVBVam1MR3VtTXQxNklKZVBKLTfKREdhM0NCOGJBV1hZamdMQXJ
BZTRH0VVRPT0iXSxudWxsLG51bGwsbnVsbCxudWxsLG51bGwsW
zE3MzAzNzg0MjUsMTA0MDAwMDAwXSxudWxsLG51bGwsbnVsbCxbbnVsbCxbyw2LDldLG51bGwsMixudW
xsLCJlb1IsbnVsbCxudWxsLG51bGwsbnVsbCxudWxsLDFdLCJodHRwczovL3d3dy5wcmFjdG8uY29tL2h
lYWw0aC1wcm9kdWN0cy9hY251LWNhcmUiLG51bGwsW1s4LCJSSk5UTkduNnNuSSJdLFs5LCJlb1lVUyJd
LFsxOSwiMiJdLFsxN7wiWzBdIl1ldXQ
```

Decoded Base64 "fccs"

```
[["AKsRol80W3rP7HJXnx3MyvgJ_rbiM2sfx0-5cSgGJUi9BX0K2e0-bhQ5-CEJZO7mEgnL
xrDasIJzMEzzZVNeAMKMu9hU6UYjHyZ0UFEk3MrDGOsQICRKMYPUjmgLumMt16IJePJ-1dD
Ga3CB8bAVXYjgLArae4G9UQ=="],null,null,null,null,null,[1730378425,104000
000],null,null,null,[null,[7,6,9],null,2,null,"en",null,null,null,null,
null,1],"https://www.practo.com/health-products/acne-care",null,[["RJ
NTNGn6snI"],[9,"en-US"],[19,"2"],[17,"[0]"]]]
```

```
https://www.google-analytics.com/j/collect?v=1&v=j101&a=994836230&t=pageview&s=
1&dl=https%3A%2F%2Fwww.practo.com%2Fhealth-products%2Facne-care&dp=https%3Awww.pr
acto.com%2Fhealth-products%2Facne-care&ul=en-us&de=UTF-8&dt=Acne%20care%20Product
```

```
s%3A%20Buy%20Online%20at%20Best%20Prices%20Offers%20in%20India%20%7C%20Practo&sd=24-bit&sr=1440x900&vp=1423x765&je=0&_u=AACAAEABAAAAACAAI~&jid=1418139907&gjid=985542826&cid=1626298767.1730378348&tid=UA-18841050-46&_gid=265871134.1730378348&_r=1&_slc=1&cd2=1&z=300739178
```

Findings: Google and google analytics receive information on the user's selection of acne care products from skin care products.

We could not find any cart or buy button, so we tried to login

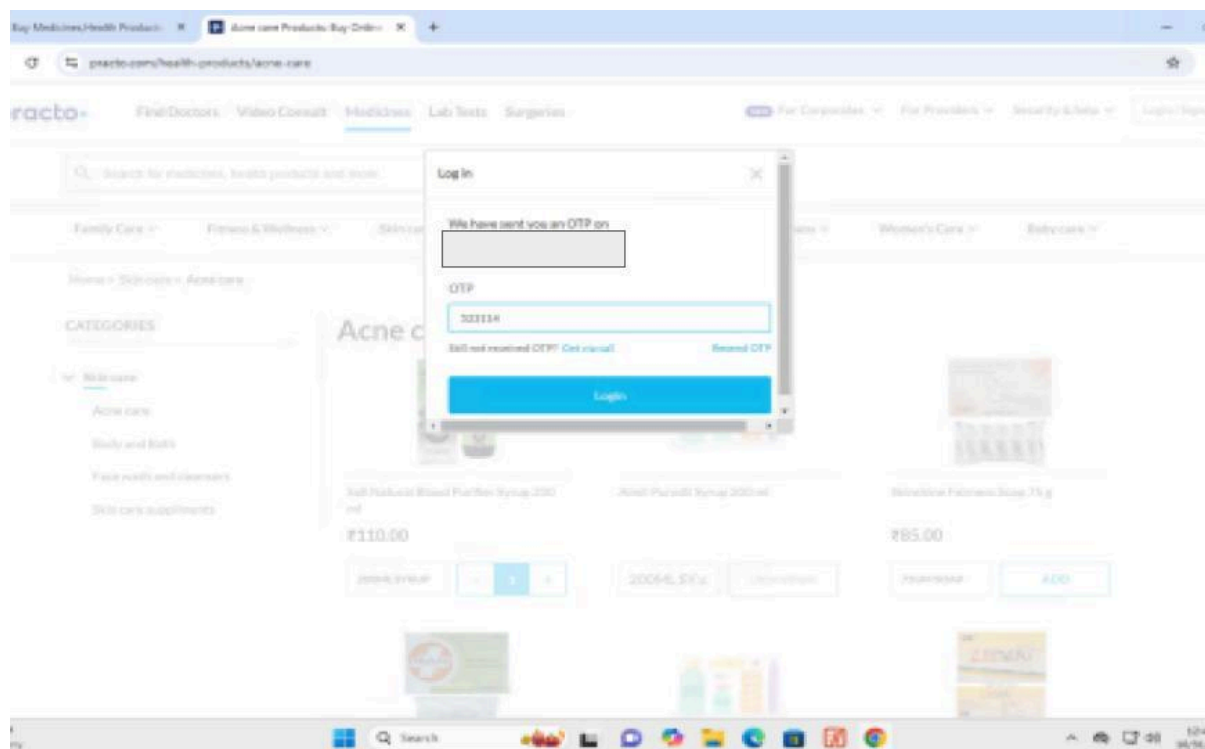


Fig. 98. User's authentication using OTP received on phone number.

We proceed to authenticate using our phone number.

In the page URL, the phone number of the user is shared with Google Analytics.

```
https://analytics.google.com/g/collect?v=2&tid=G-599VDCZBMZ&gtm=45je4as0v9125867866za200&_p=1730378612635&gcd=131313131211&npa=0&dma=0&tcfid=10000&tag_exp=101533422~101823848~101878899~101878944~101925629&ul=en-us&sr=1440x900&cid=1626298767.1730378348&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B130.0.6723.70%7CGoogle%2520Chrome%3B130.0.6723.70%7CNot%253FA_Brand%3B99.0.0.0&uamb=0&uam=&uap=Windows&uapv=15.0.0&uaw=0&are=1&pae=1&frm=2&pscdl=noapi&_eu=EBAI&_s=1&dl=https%3A%2F%2Faccounts.practo.com%2Frequest_otp_registration%3Fmobile%3D%2520B91XXXXXXXXXXXX%26intent%3Dorder%26next%3D%252Fcheckid_request%26account_flow%3DTrue%26view_type%3Dmodal&dt=Practo%20Accounts&sid=1730378555&sct=1&seg=1&en=page_view&_ee=1&tfd=5230
```


Findings: Google Analytics receives the user's phone number at this step of logging in at the time of check out.

II.VI.III Lab Test Booking Flow

Permissions Requested

Location permission was asked to determine the delivery location using Google Maps

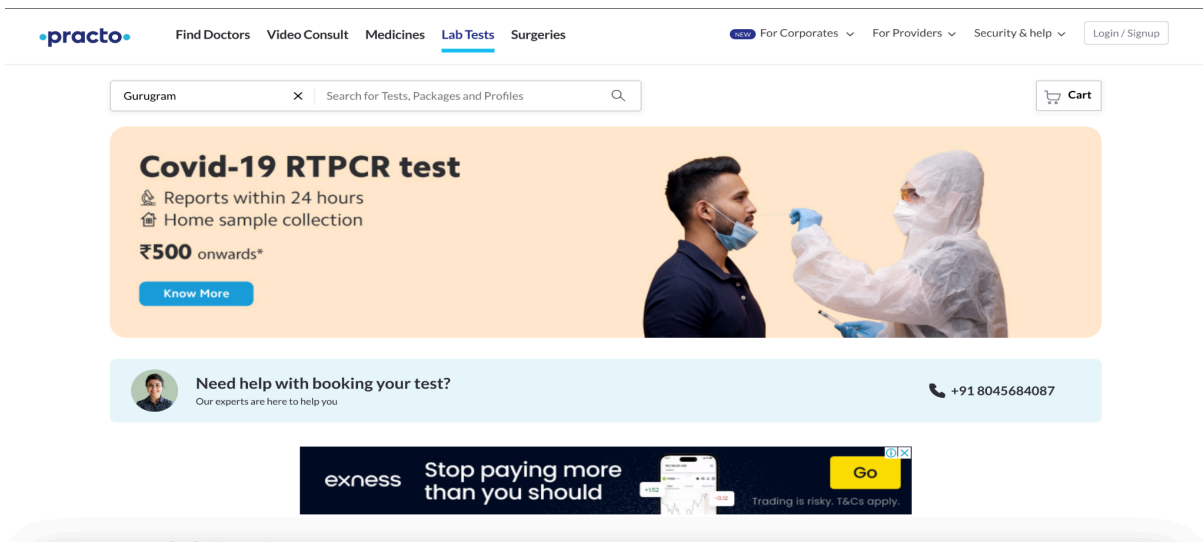


Fig. 99. Practo page for tests.

We enter practo.com/tests URL in the address bar.

At this point in the navigation, the following third parties get information regarding the navigation of the user to the tests page through the page URL:

- Google
- DoubleClick
- Newrelic
- GoogleAds
- InspectJet

Findings: Google, Doubleclick, Newrelic and InspectJet get to know that user has landed on the tests URL of Practo.

```
https://fundingchoicesmessages.google.com/f/AGSKWxU2bCV_JBhuEX4xznmIJgKZGuxGO8H1-4gX8U_wH1AtU6CtTX1ewEY6Vy-MJ_upZ-5Cvpgx9xjflykT3db5Vizkmgp1M0EEjmjZpXm5H4cGwDzePf c-kkbejyp_0Pm7WtolK9N2rA==?fccs=W251bGwsbnVsbCxudWxsLG51bGwsbnVsbCxudWxsLFsxNzI5N TcxOTk5LDc0OTAwMDAwMF0sbnVsbCxudWxsLG51bGwsW251bGwsWzddXSwiaHR0cHM6Ly93d3cucHJhY3 RvLmNvbS90ZXN0cyIsbnVsbCxwZgsIklWQVg5YXBixZrIl0sWzksImVuLVVVTi10sWzE5LCIyIl0sWzE 3LCJbMF0iXV1d
```

Decrypted data

fccs=[null,null,null,null,null,null,[1729571999,749000000],null,null,null,[null,[7]],["https://www.practo.com/tests",null,[["IVAX9apb_6k"],["en-US"],["19","2"],["17","[0]"]]]

https://securepubads.g.doubleclick.net/gampad/ads?pvaid=1410503047185281&correlator=1566904450190102&eid=31088238%2C31088296%2C95344207%2C31086810&output=ldjh&gdfp_req=1&vrg=202410170101&ptt=17&impl=fifs&gdpr=0&iu_parts=21830643467%2CLab_Test_Homepage_728x90_Nov23&enc_prev_ius=%2F0%2F1&prev_iu_szs=728x90&ifi=1&sfv=1-0-40&sc=1&cookie_enabled=1&abxe=1&dt=1729571999764&lmt=1729571999&adxs=356&adys=608&biw=1440&bih=765&scr_x=0&scr_y=0&btvi=0&ucis=1&oid=2&color_bg=%23FFFFFF&color_border=%23000000&u_his=2&u_h=900&u_w=1440&u_ah=852&u_aw=1440&u_cd=24&u_sd=1&dmc=8&bc=31&nvt=1&uach=WYJXaW5kb3dzIiwMTUuMC4wIiwieDg2IiwIiwMTI5LjAuNjY2OC4xMDEiLG51bGwsMCxudWxsLCI2NCIsW1siR29vZ2x1IENocm9tZSIsIjE5Y2NjguMTAxIl0sWyJOb3Q9QT9CcmFuZCIsIjguMC4wLjAiXSxbIkNocm9taXVtIiwMTI5LjAuNjY2OC4xMDEiXV0sMF0.&url=https%3A%2F%2Fwww.practo.com%2Ftests&vis=1&psz=1440x3412&msz=1440x0&fws=4&ohw=1440&td=1&egid=26576&tan=5a645904-f25f-4d5b-961e-fc22d457b494&tdf=2&topics=9&tps=9&https=10&a3p=Eh0KDmVzc5jcm10ZW8uY29tGI6gmZSrMkgAUgIIZBIcCg1jcnckY250cmwubmV0GI6gmZSrMkgAUgIIZBIbCgwzM2Fjcm9zcy5jb20YjQZlKsySABSAGhkEhcKCHJ0YmhvdXNlGI6gmZSrMkgAUgIIZBIUCgVvcGVueBiNoJmUqzJIAFICCGQ.&nt=1&psd=WzE1LFtdLG51bGwsM10.&dlt=1729571998637&idt=688&cust_params=practo_property%3Ddiagnostic_home%26city%3DBangalore&adks=2640683444&frm=20&eoidce=1

https://bam.nr-data.net/1/e66900166e?a=20100683&sa=1&v=1118.0c07c19&t=Unnamed%20Transaction&rst=3728&ref=https://www.practo.com/tests&be=404&fe=3433&dc=1356&perf=%7B%22timing%22:%7B%22of%22:1729571998246,%22n%22:0,%22f%22:4,%22dn%22:4,%22dne%22:4,%22c%22:4,%22s%22:4,%22ce%22:39,%22rq%22:39,%22rp%22:388,%22rpe%22:390,%22dl%22:391,%22di%22:1353,%22ds%22:1356,%22de%22:1356,%22dc%22:3432,%22l%22:3432,%22le%22:3437%7D,%22navigation%22:%7B%7D%7D&jsonp=NREUM.setToken

https://www.google.com/pagead/landing?gcs=G1--&gcd=131313131511&tag_exp=101686685~101823848~101836706&rnd=1560345360.1729572007&url=https%3A%2F%2Fwww.practo.com%2Ftests&dma=0&npa=0&tcfd=10000>m=45He4ah0n815QLXKJXv811271073za200&auid=479707058.1729572007

w=1040212504&uid=-1&sid=-1&pad=-1&nv=true&u=https%3A%2F%2Fwww.practo.com%2Ftests&or=https%3A%2F%2Fwww.practo.com&ref=&title=Blood+Tests+%7C+Book+Diagnostic+Tests+from+Home+at+Best+Prices+%7C+Practo&pw=1440&ph=765&ism=false&cloc=undefined&sd=765&st=4889&dbgk=&jv=4&identity=&targcv%5Blochref%5D=https%3A%2F%2Fwww.practo.com%2Ftests&targcv%5Bdoctitle%5D=Blood+Tests+%7C+Book+Diagnostic+Tests+from+Home+at+Best+Prices+%7C+Practo&targcv%5Blptitle%5D=Blood+Tests+%7C+Book+Diagnostic+Tests+from+Home+at+Best+Prices+%7C+Practo&targcv%5Blpurl%5D=https%3A%2F%2Fwww.practo.com%2Ftests&targcv%5B%24browser%5D%5Bchrome%5D=true&targcv%5B%24browser%5D%5Bversion%5D=129.0.0.0&targcv%5B%24browser%5D%5Bwebkit%5D=true&targcv%5BuserAgent%5D=Mozilla%2F5.0+(Windows+NT+10.0%3B+Win64%3B+x64)+AppleWebKit%2F537.36+(KHTML%2C+like+Gecko)+Chrome%2F129.0.0.0+Safari%2F537.36&targcv%5Bmobchua%5D=Mozilla%2F5.0+(Windows+NT+10.0%3B+Win64%3B+x64)+AppleWebKit%2F537.36+(KHTML%2C+like+Gecko)+Chrome%2F129.0.0.0+Safari%2F537.36&targcv%5Bref%5D=&targcv%5Bnv%5D=true&isvp=false

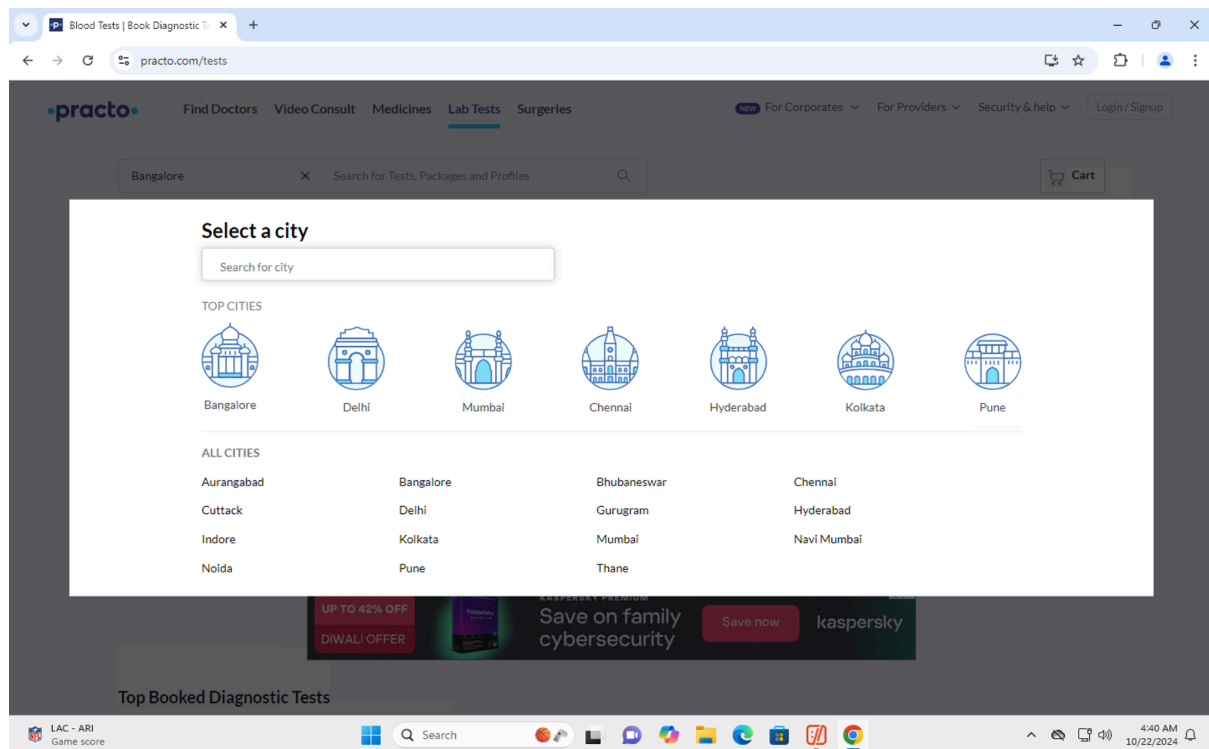


Fig. 100. Practo city selection for User.

On the tests page, we are asked to select/enter the name of our city.

After Selecting Delhi as Location we saw that the location data was being shared with the following third parties:

- Google Analytics
- Clever Tap
- Facebook

Findings: Google Analytics, Clever Tap and Facebook receive the user's location data.

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=2022061049&t=pageview&_s=1&dl=https%3A%2F%2Fwww.practo.com%2Ftests%3Fcity%3Ddelhi&ul=en-us&de=UTF-8&dt=Blood%20Tests%20%7C%20Book%20Diagnostic%20Tests%20from%20Home%20at%20Best%20Prices%20%7C%20Practo&sd=24-bit&sr=1440x900&vp=1440x765&je=0&_u=aEDAAEABAAAAACAAI~&jid=1986041407&gjid=531315213&cid=1838670762.1729572007&tid=UA-18841050-47&_gid=1776557131.1729572007&_r=1&gtm=45He4ah0n815QLXKJXv811271073za200&gcs=G1--&gcd=131313131511&dma=0&tcfd=10000&tag_exp=101686685~101823848~101836706&z=1544520773
```

```
https://events.practo.com/v1/events
```

```
{
  "data": [
    {
      "version": 1,
      "namespace": "Search",
      "eventName": "Location Prediction Completed",
      "cleverTapId": "88dcf4092ee241b78cbc65aa8896e5b9",
      "payload": {
```

```

      "Object": "Location Prediction",
      "Action": "Completed",
      "Platform": "Web",
      "userAgent": "Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36
(KHTML, like Gecko) Chrome/129.0.0.0 Safari/537.36",
      "Suggestion Type": "city",
      "Suggestion Name": "Delhi",
      "Event Location": "PRACTO_LABS_HOME",
      "Event Source": "web",
      "browser": "Chrome",
      "browser version": 129,
      "referrer": "",
      "referring domain": "",
      "title": "Blood Tests | Book Diagnostic Tests from Home at Best Prices |
Practo",
      "url": "https://www.practo.com/tests",
      "screen height": 900,
      "screen width": 1440,
      "os": "Windows",
      "Pellib": "Web",
      "version": 1,
      "PelVersion": "1.6.1",
      "Timestamp": 1729572070,
      "fingerprint":
"192b28765d6d30-044960ccd5e92-26001051-13c680-192b28765d7146f"
    }
  }
}
}

```

```

https://www.facebook.com/tr/?id=296210344505268&ev=AddToCart&dl=https%3A%2F%2Fwww
.practo.com&rl=&if=false&ts=1729572098444&cd[value]=300&cd[currency]=INR&cd[conte
nt_ids]=%5B1067570%5D&cd[contents]=%5B%7B%22name%22%3A%22Complete%20Blood%20Count
%22%2C%22type%22%3A%22pathology%22%2C%22id%22%3A1067570%2C%22price%22%3A300%2C%22
master_test_slug%22%3A%22complete-blood-count-automated-blood%22%2C%22homeSampleA
vailab%22%3Atrue%2C%22homeSampleChosen%22%3Atrue%2C%22profiles%22%3Anull%2C%22t
ag%22%3Anull%2C%22highlight%22%3A%7B%22html%22%3A%22%3Cdiv%3EE-Reports%20on%20nex
t%20day%3C%2Fdiv%3E%22%2C%22inline_icon%22%3A%22%7D%7D%5D&cd[num_items]=1&sw=1
440&sh=900&v=2.9.172&r=stable&ec=0&o=4124&fbp=fb.1.1729572098443.2434102952594566
7&pm=1&hrl=6fe5f4&ler=empty&cdl=API_unavailable&it=1729572007793&coo=false&tm=1&c
s_cc=1&cas=3970443859683976%2C2263435100365646&rqm=GET

```

```

https://www.google-analytics.com/collect?v=1&_v=j101&a=2022061049&t=pageview&_s=1
&dl=https%3A%2F%2Fwww.practo.com%2Fflabs%2Fdelhi%2Fpracto-master-lab-dwarka-sector
-12%2Fuser-details&ul=en-us&de=UTF-8&dt=Blood%20Tests%20%7C%20Book%20Diagnostic%2
0Tests%20from%20Home%20at%20Best%20Prices%20%7C%20Practo&sd=24-bit&sr=1440x900&vp
=1423x765&je=0&_u=aEDAAEABAAAAACAAI~&jid=&gjid=&cid=1838670762.1729572007&tid=UA-
18841050-47&_gid=1776557131.1729572007&gtm=45He4ah0n815QLXKJXv811271073za200&gcs=
G1--&gcd=131313131511&dma=0&tcfd=10000&tag_exp=101686685~101823848~101836706&z=17
01924307

```

Findings: Facebook receives information that the user has booked a complete blood count test. Google Analytics and Clever Tap receive information that the user is on a book diagnostic test page.

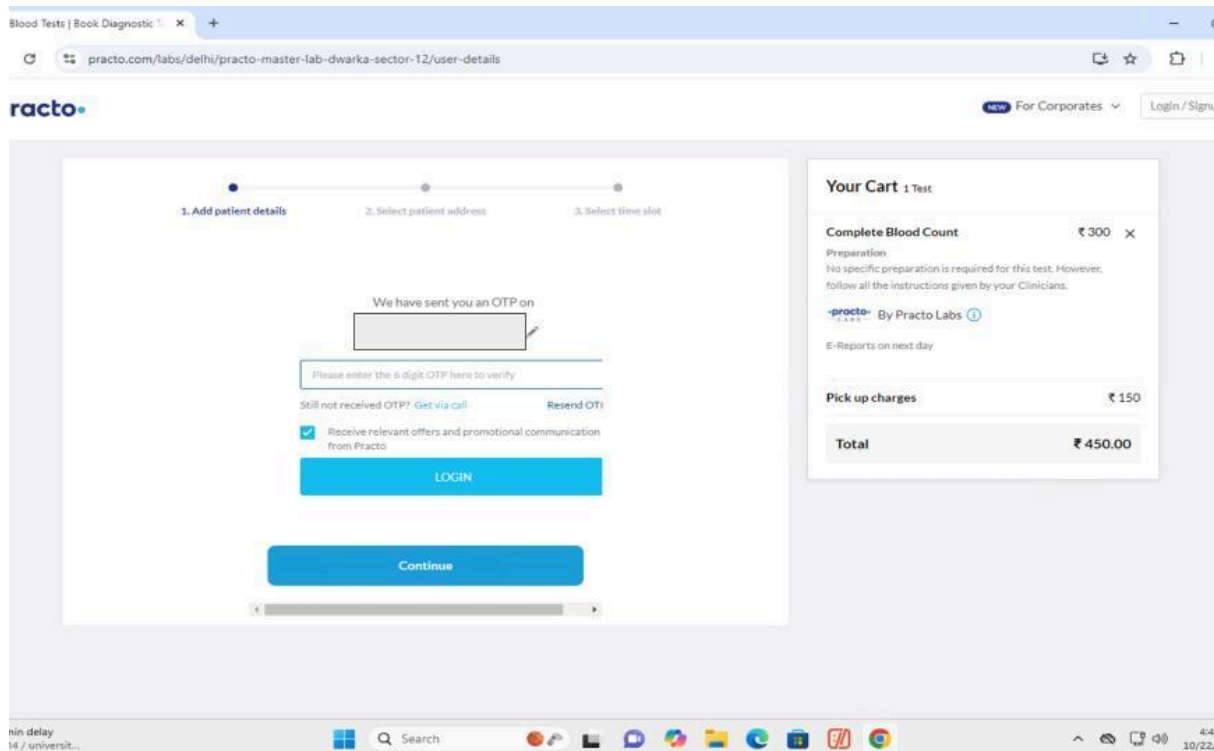


Fig. 101. Practo authentication using phone number and OTP.

We then authenticate ourselves using our phone number.

At the time of authentication, Google Analytics was receiving the phone number of the user along with the information that the user was on the diagnostics page.

```
https://analytics.google.com/g/collect?v=2&tid=G-599VDCZBMZ&gtm=45je4ah0v9125867866za200&_p=1729572171105&_gag=1&gcd=131313131211&npa=0&dma=0&tcfd=10000&tag_exp=101686685~101823848~101836706&ul=en-us&sr=1440x900&cid=1838670762.1729572007&ir=1&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B129.0.6668.101%7CNot%253DA%253FBrand%3B8.0.0.0%7CChromium%3B129.0.6668.101&uamb=0&uam=&uap=Windows&uapv=15.0.0&uaw=0&are=1&pae=1&frm=2&pscdl=noapi&_eu=EBAI&_s=1&dl=https%3A%2F%2Faccounts.practo.com%2Frequest_otp_registration%3Fsource%3Ddiagnostics%26mobile%3D998XXXXXXX%26name%3DUser%26intent%3Ddiagnostics%26next%3Dhttps%253A%252F%252Fwww.practo.com%252F%252Fdxapi%252Fcore%252Flogin%253Fredirect%253D%25252Flabs%25252Flogin-loader%26view_type%3Dmodal&dt=Practo%20Accounts&sid=1729572171&sct=1&seg=0&en=page_view&_fv=1&_ss=1&_ee=1&tfd=1644
```

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=1506754386&t=pageview&_s=1&dl=https%3A%2F%2Faccounts.practo.com%2Frequest_otp_registration%3Fsource%3Ddiagnostics%26mobile%3D998XXXXXXX%26name%3DUser%26intent%3Ddiagnostics%26next%3Dhttps%253A%252F%252Fwww.practo.com%252F%252Fdxapi%252Fcore%252Flogin%253Fredirect%253D%25252Flabs%25252Flogin-loader%26view_type%3Dmodal&ul=en-us&de=UTF-8&dt=Practo%20Accounts&sd=24-bit&sr=1440x900&vp=&je=0&_u=AACAAEABAAAAACAAI~&jid=2062453951&gjid=1088196039&cid=1838670762.1729572007&tid=UA-18841050-24&_gid=1776557131.1729572007&_r=1&_slc=1&z=68627343
```

II.VII Netmeds Web Platforms Analysis

Website

netmeds.com

II.VII.I Permissions, Data Collection Consent Banner, Comments on Timing of Notice and Affirmative Action, Trackers Found

Permissions Requested

Location permission was requested from the user.

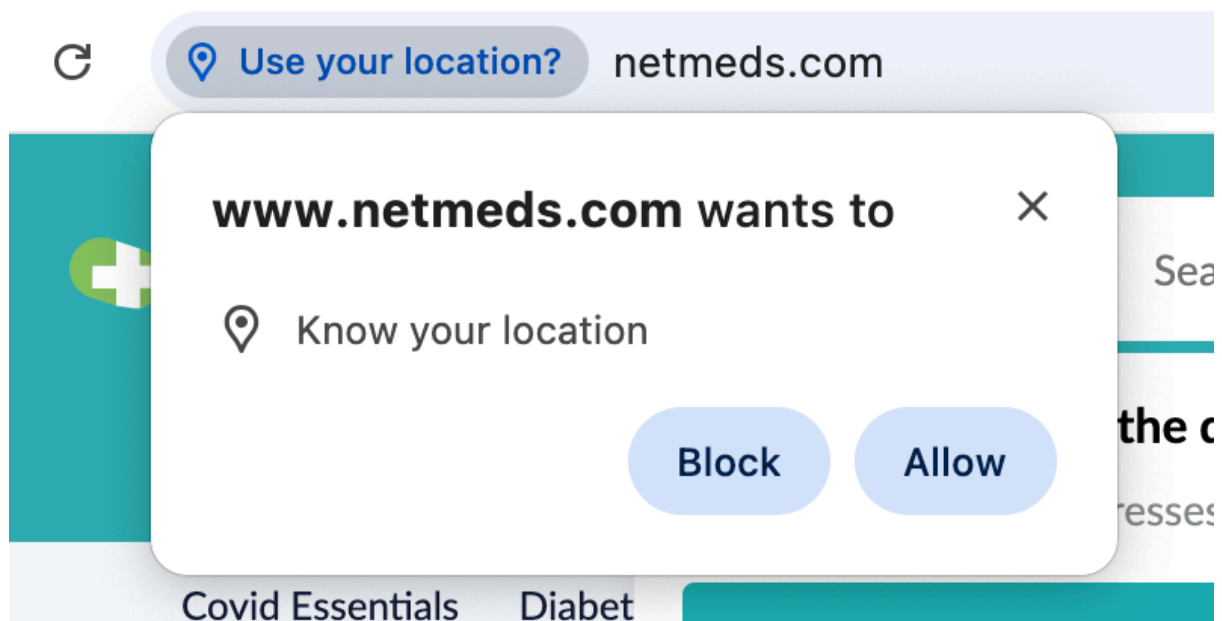


Fig. 102. Netmeds Location Permission

Registration

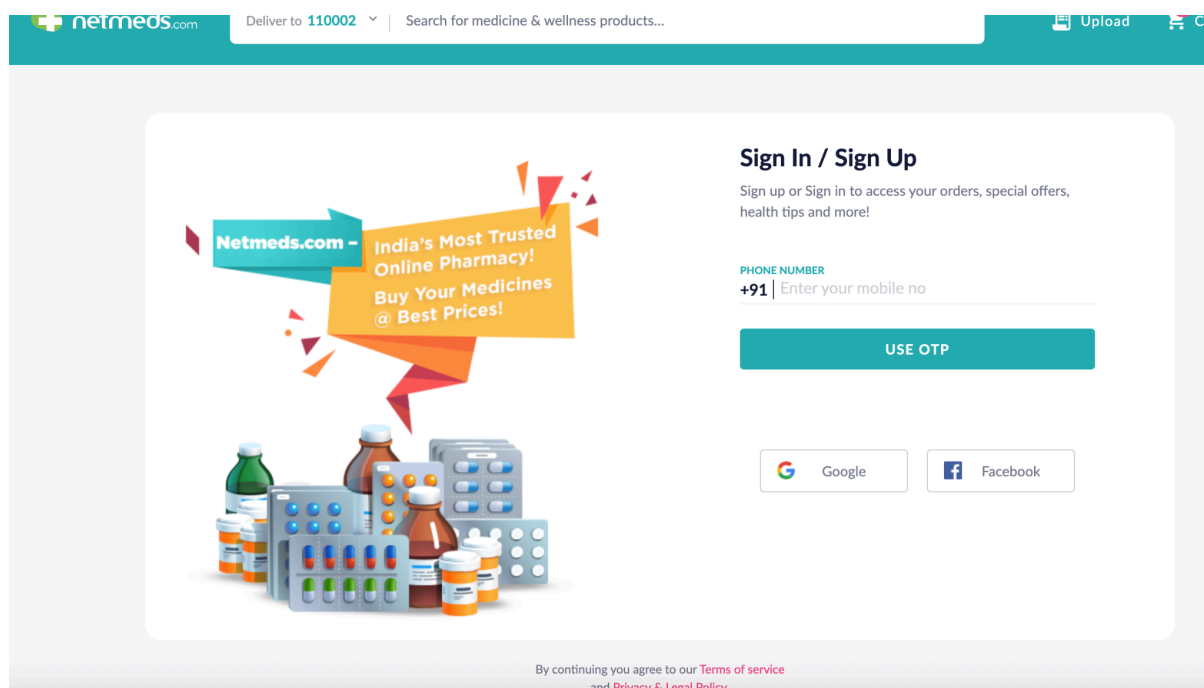


Fig. 103. Netmeds Registration and Login Page.

Privacy policy

1. Privacy policy was found in the footer.

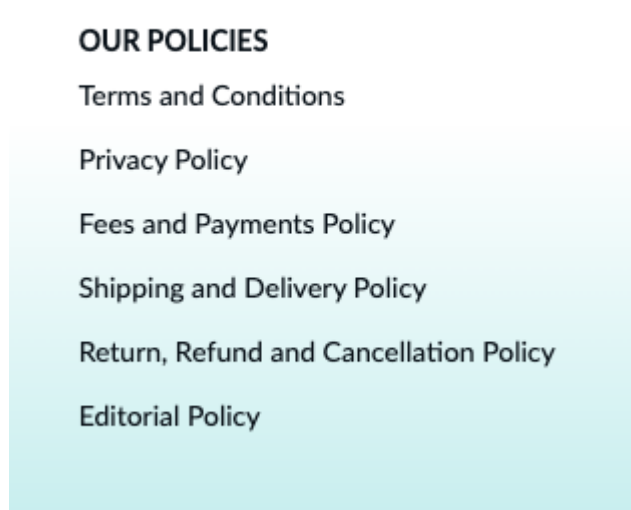


Fig. 104. Netmeds Registration and Login Page.

Comments on Timing of Notice and Affirmative Action:

1. The website displays the privacy policy and the terms of service at the time of registration and logging in.
2. Here, the user does not have a checkbox implying affirmative consent. Signing into the application implies accepting of privacy policy.

Data Collection Cookie Consent:



Fig. 105. Netmeds Cookie Consent.

- The Data collection cookie consent banner appeared on the landing page. In 'more info', the privacy policy of the website was linked. We said 'accept' to this banner.

From the home page, we navigate to the women's care.

Name of Third Parties

#	Name of Third Party
1.	bat.bing.com
2.	td.doubleclick.net
3.	maps.googleapis.com
4.	youtube.com
5.	google.com
6.	api-js.mixpanel.com
7.	googletagmanager.com
8.	mercury.akamaized.net
9.	wSDK-files.webengage.com
10.	jioadsweb.akamaized.net
11.	jioadsweb.akamaized.net
12.	c.webengage.com
13.	ssl.widgets.webengage.com
14.	0z9q3se3dl-dsn.algolia.net
15.	cdn.mouseflow.com
16.	analytics.google.com
17.	www.facebook.com
18.	t.contentsquare.net

Table. Third Parties Receiving Information from Netmeds.

II.VII.II Medicine Booking Flow

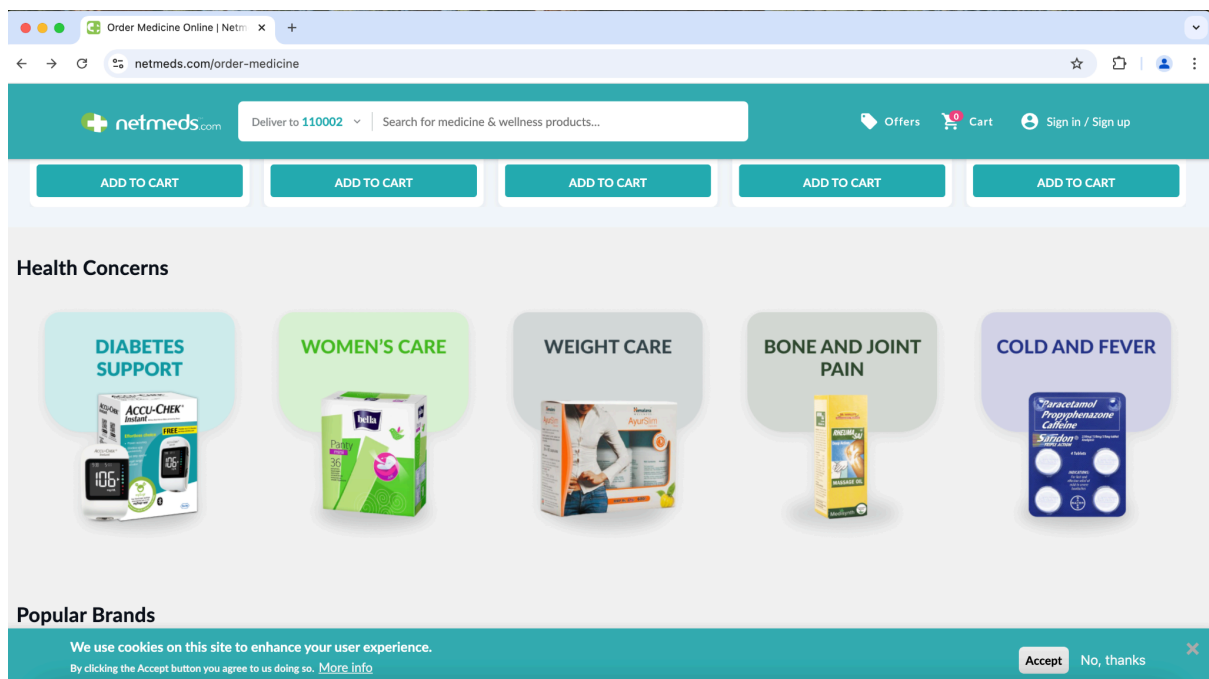


Fig. 106. Netmeds Order-Medicine Page

We enter the netmeds URL and navigate to the order medicine page. From the 'order medicine page' we click on 'women's care'.

The following apps receive information that the user has navigated to Women's Care:

- Google
- GoogleAds
- DoubleClick
- Bing
- Google

```
https://www.google.com/cdm/collect?en=page_view&dr=www.netmeds.com&dl=https%3A%2F%2Fwww.netmeds.com%2Fnon-prescriptions%2Fhealth-conditions%2Fwomen-s-care&scsrc=www.googletagmanager.com&frm=0&rnd=2086194836.1735802941&dt=Buy%20Women%27s%20Health%20Care%20Products%20Online%20at%20Discounted%20Price%20%7C%20Netmeds&aid=1536553069.1735800616&navt=n&npa=0&gtm=45He4cc1v71338017za200&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&tft=1735802940628&tfd=3151&apve=1
```

```
https://googleads.g.doubleclick.net/pagead/viewthroughconversion/878044376/?random=1735802941319&cv=11&fst=1735802941319&bg=ffffff&guid=ON&async=1&gtm=45be4cc1v892671086z871338017za201zb71338017&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&u w=1440&u h=900&url=https%3A%2F%2Fwww.netmeds.com%2Fnon-prescriptions%2Fhealth-conditions%2Fwomen-s-care&ref=https%3A%2F%2Fwww.netmeds.com%2Forder-medicine&hn=www.googleadservices.com&frm=0&tiba=Buy%20Women%27s%20Health%20Care%20Products%20Online%20at%20Discounted%20Price%20%7C%20Netmeds&n pa=0&pscdl=noapi&aid=1536553069.1735800616&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&fledge=1&rfmt=3&fmt=4
```

https://td.doubleclick.net/td/rul/878044376?random=1735802941319&cv=11&fst=1735802941319&fmt=3&bg=ffffff&guid=ON&async=1>m=45be4cc1v892671086z871338017za201zb71338017&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.netmeds.com%2Fnon-prescriptions%2Fhealth-conditions%2Fwomen-s-care&ref=https%3A%2F%2Fwww.netmeds.com%2Forder-medicine&hn=www.googleadservices.com&frm=0&tiba=Buy%20Women%27s%20Health%20Care%20Products%20Online%20at%20Discounted%20Price%20%7C%20Netmeds&n timer=0&pscdl=noapi&uid=1536553069.1735800616&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&fledge=1

https://googleads.g.doubleclick.net/pagead/viewthroughconversion/878044376/?random=1735802941373&cv=11&fst=1735802941373&bg=ffffff&guid=ON&async=1>m=45be4cc1v892671086za200&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.netmeds.com%2Fnon-prescriptions%2Fhealth-conditions%2Fwomen-s-care&ref=https%3A%2F%2Fwww.netmeds.com%2Forder-medicine&hn=www.googleadservices.com&frm=0&tiba=Buy%20Women%27s%20Health%20Care%20Products%20Online%20at%20Discounted%20Price%20%7C%20Netmeds&n timer=0&pscdl=noapi&uid=1536553069.1735800616&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&fledge=1&data=event%3Dgtag.config&rfmt=3&fmt=4

https://www.google-analytics.com/j/collect?v=1&v=j101&a=605381022&t=pageview&s=1&dl=https%3A%2F%2Fwww.netmeds.com%2Fnon-prescriptions%2Fhealth-conditions%2Fwomen-s-care&ul=en-gb&de=UTF-8&dt=Buy%20Women%27s%20Health%20Care%20Products%20Online%20at%20Discounted%20Price%20%7C%20Netmeds&sd=24-bit&sr=1440x900&vp=1440x720&jc=0&_u=QACAAAABAAAAAC~&jid=985783263&gjid=2114260161&cid=2082970974.1735800616&tid=UA-63910444-1&_gid=1447032658.1735800618&_r=1&_slc=1>m=45He4cc1n7156CPBNv71338017za200&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&z=1759956696

https://bat.bing.com/action/0?ti=26076008&tm=gtm002&Ver=2&mid=ad6d56c4-fc60-4ad8-954d-ee84706085cb&bo=1&sid=d392f670c8d511efa8a50ff851ebe7fd&vid=d3974f20c8d511efa823015e2eed0dbf&vids=0&msclkid=N&pi=918639831&lg=en-GB&sw=1440&sh=900&sc=24&tl=Buy%20Women%27s%20Health%20Care%20Products%20Online%20at%20Discounted%20Price%20%7C%20Netmeds&kw=women%20care%20products,%20women%27s%20health%20care%20products,%20female%20care%20products,%20womens%20care%20products,%20female%20health%20care%20products,%20Netmeds&p=https%3A%2F%2Fwww.netmeds.com%2Fnon-prescriptions%2Fhealth-conditions%2Fwomen-s-care&r=https%3A%2F%2Fwww.netmeds.com%2Forder-medicine<=2917&evt=pageLoad&sv=1&cdb=AQAQ&rn=491633

https://www.google.co.in/pagead/lp-user-list/878044376/?random=1735802941319&cv=11&fst=1735801200000&bg=ffffff&guid=ON&async=1>m=45be4cc1v892671086z871338017za201zb71338017&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.netmeds.com%2Fnon-prescriptions%2Fhealth-conditions%2Fwomen-s-care&ref=https%3A%2F%2Fwww.netmeds.com%2Forder-medicine&hn=www.googleadservices.com&frm=0&tiba=Buy%20Women%27s%20Health%20Care%20Products%20Online%20at%20Discounted%20Price%20%7C%20Netmeds&n timer=0&pscdl=noapi&uid=1536553069.1735800616&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&fledge=1&rfmt=3&is_vtc=1&cid=CAQSKQCa7L7dFPRTSImmRVQAIHVH1_4W1YxfILGWZrIzvIb6SvL_gwYU5P10y&random=2812185101&rmt_tld=1&ipr=y

Findings: DoubleClick, Bing, Google, Google Analytics and Google Ads receive the information that the user has navigated to the women's care section of the website.

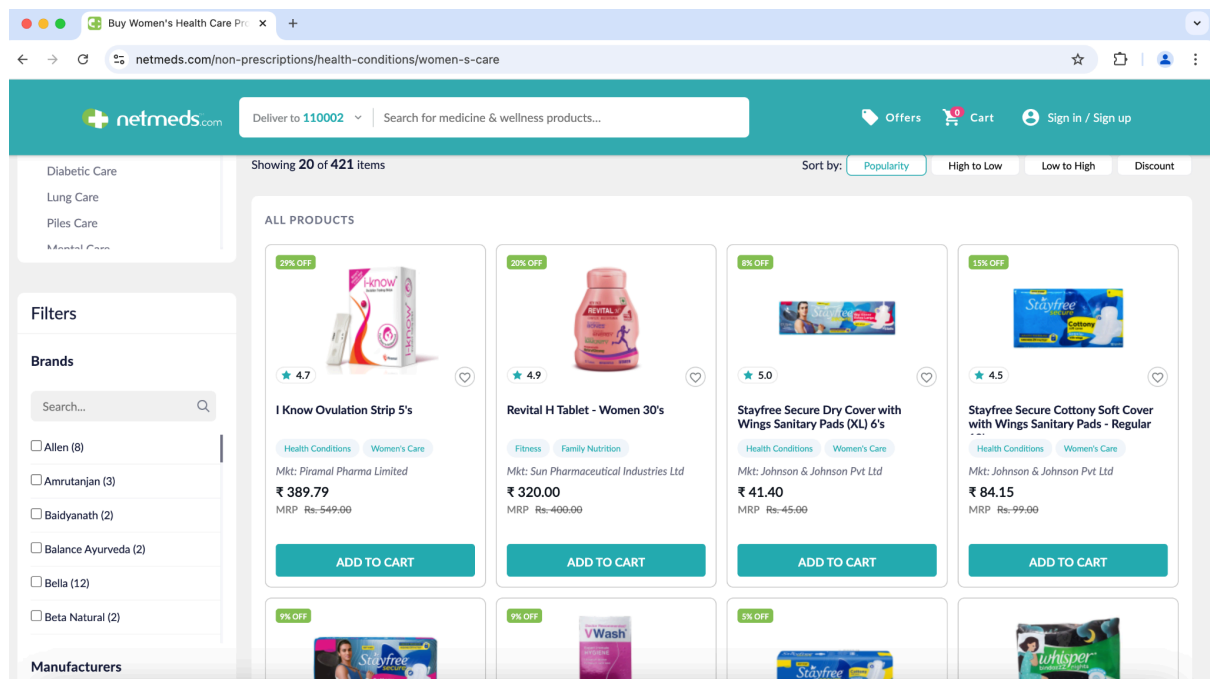


Fig. 107. Netmeds Women's Care Health Condition Page.

On clicking on 'women's care' we see a list of products related to the category.

ALL PRODUCTS

29% OFF



★ 4.7



I Know Ovulation Strip 5's

Health Conditions

Women's Care

Mkt: Piramal Pharma Limited

₹ 389.79

MRP ~~Rs. 549.00~~

−

1

+

Fig. 108. Netmeds Medicine Selection

Out of the products listed, we click on the ovulation strip.

At this stage, the following third parties were receiving information regarding the user's navigation to the Women's care section.

- DoubleClick
- Google Analytics
- Google Adservices

Findings: Doubleclick, GoogleAdServices and Google Analytics get to know about the user's navigation to women's care section on the website

```
https://td.doubleclick.net/td/rul/878044376?random=1735806059400&cv=11&fst=1735806059400&fmt=3&bg=ffffff&guid=ON&async=1&gtm=45be4cc1v892671086z871338017za201zb71338017&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.netmeds.com%2Fnon-prescriptions%2Fhealth-conditions%2Fwomen-s-care&ref=https%3A%2F%2Fwww.netmeds.com%2Forder-medicine&label=xfZHCP-H5s0DENjJl6ID&hn=www.googleadservices.com&frm=0&tiba=Buy%20Women%27s%20Health%20Care%20Products%20Online%20at%20Discounted%20Price%20%7C%20Netmeds&value=0&bttype=purchase&npa=0&pscdl=noapi&auid=1536553069.1735800616&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&fledge=1&capi=1&ct_cookie_present=0
```

```
https://td.doubleclick.net/td/rul/878044376?random=1735806059945&cv=11&fst=1735806059945&fmt=3&bg=ffffff&guid=ON&async=1&gtm=45be4cc1v892671086za200&gcd=13131313111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.netmeds.com%2Fnon-prescriptions%2Fhealth-conditions%2Fwomen-s-care&ref=https%3A%2F%2Fwww.netmeds.com%2Forder-medicine&hn=www.googleadservices.com&frm=0&tiba=Buy%20Women%27s%20Health%20Care%20Products%20Online%20at%20Discounted%20Price%20%7C%20Netmeds&npa=0&pscdl=noapi&auid=1536553069.1735800616&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&fledge=1&data=event%3Dform_start
```

```
https://www.googleadservices.com/pagead/conversion/878044376/?random=1735806059400&cv=11&fst=1735806059400&bg=ffffff&guid=ON&async=1&gtm=45be4cc1v892671086z871338017za201zb71338017&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.netmeds.com%2Fnon-prescriptions%2Fhealth-conditions%2Fwomen-s-care&ref=https%3A%2F%2Fwww.netmeds.com%2Forder-medicine&label=xfZHCP-H5s0DENjJl6ID&hn=www.googleadservices.com&frm=0&tiba=Buy%20Women%27s%20Health%20Care%20Products%20Online%20at%20Discounted%20Price%20%7C%20Netmeds&value=0&bttype=purchase&npa=0&pscdl=noapi&auid=1536553069.1735800616&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&fledge=1&capi=1&rfmt=3&fmt=4
```

Google analytics was receiving information regarding the Navigation to Women's Care, Selection of Ovulation Strips manufactured by Piramal Pharma, Location of the patient, and the Currency INR of the product.

Findings: Along with navigation to women's care, Google Analytics receives information of particular selection of ovulation strips and the details of the manufacture, location of patient, currency of the product.

```
https://analytics.google.com/g/collect?v=2&tid=G-ZD1BC704WF&gtm=45je4cc1v873312524z871338017za200zb71338017&_p=1735802940014&_gaz=1&gcd=131313131111&npa=0&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&cid=2082970974.1735800616&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_s=2&cu=INR&sid=1735806059&sct=2&seg=0&dl=https%3A%2F%2Fwww.netmeds.com%2Fnon-prescriptions%2Fhealth-conditions%2Fwomen-s-care&dr=https%3A%2F%2Fwww.netmeds.com%2Forder-medicine&dt=Buy%20Women%27s%20Health%20Care%20Products%20Online%20at%20Discounted%20Price%20%7C%20Netmeds&en=add_to_cart&ss=1&pri=nmI%20Know%20Ovulation%20Strip%205%27s~id363064~pr389.79~brPiramal%20Pharma%20Limited~caWomen%27s%20Care~qt1~k0ProductId_City~v0363064_CENTRAL%20DELHI~klavailable_city~v1CENTRAL%20DELHI~k2affiliation~v2&ep.category=Women%27s%20Care&epn.value=389.79&tfd=2441370
```

Facebook was receiving information about the currency and the price of the medicine.

```
https://www.facebook.com/privacy_sandbox/pixel/register/trigger/?id=754239078489150&ev=AddToCart&dl=https%3A%2F%2Fwww.netmeds.com&rl=https%3A%2F%2Fwww.netmeds.com&if=false&ts=1735806059376&cd[content_type]=product&cd[currency]=INR&cd[value]=389.79&cd[contents]=%5B%7B%22id%22%3A363064%2C%22quantity%22%3A1%7D%5D&sw=1440&sh=900&v=2.9.179&r=stable&ec=1&o=4124&fbp=fb.1.1735800617097.830628338162907081&pm=1&hrl=e41650&ler=empty&cdl=API_unavailable&it=1735802941422&coo=false&cs_cc=1&cas=8871982689498727%2C7455853791158347%2C9634573166615902%2C7573024262737727%2C6289204131137897%2C5391120734332565%2C4910510272368004%2C4810576689025310%2C4450707895057636%2C3936271166395047%2C3766415386759000%2C3224451777663611&rqm=FGFT
```

Findings: Facebook gets information on currency of medicine and google analytics receives information on the user's selection of category, name of the product and manufacturer of the product.

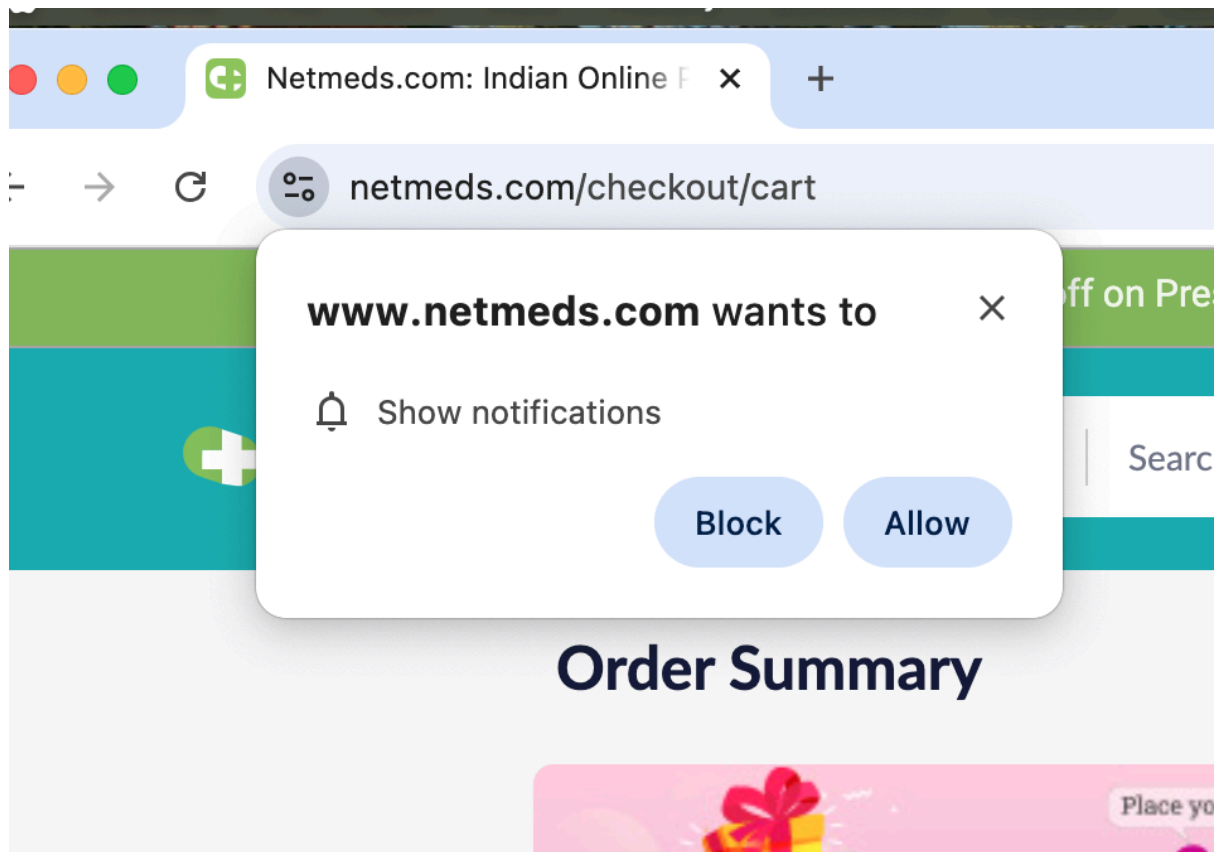


Fig. 109. Netmeds Notifications Display

On making the selection, we move to the checkout page.

As the user checks out on the cart page, the following third parties get information indicating that the user is checking out and ordering the medicine. However, specific details of the order are not mentioned:

- Google Analytics
- Bing
- Google

```
https://www.google-analytics.com/collect?v=1&_v=j101&a=41384371&t=event&_s=2&dl=h
https%3A%2F%2Fwww.netmeds.com%2Forder-medicine&ul=en-gb&de=UTF-8&dt=Order%20Medici
ne%20Online%20%7C%20Netmeds&sd=24-bit&sr=1440x900&vp=1440x720&je=0&ec=New%20Click
%20actions&ea=Cart&el=other%20pages&_u=SBCAAEABAAAAACAAI~&jid=&gid=&cid=20829709
74.1735800616&tid=UA-63910444-1&_gid=1447032658.1735800618&gtm=45He4cc1n7156CPBNv
71338017za200&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081
485~102198178&z=1262074834
```

```
https://analytics.google.com/g/collect?v=2&tid=G-FPG0XJGD43&gtm=45je4cc1v89632441
1za200zb71338017&_p=1735806818728&gcd=131313131111&npa=0&dma=0&tag_exp=101925629~
102067555~102067808~102081485~102198178&cid=2082970974.1735800616&ul=en-gb&sr=144
0x900&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.
6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&are
=1&pae=1&frm=0&pscdl=noapi&_s=2&sid=1735806059&sct=2&seg=1&dl=https%3A%2F%2Fwww.n
etmeds.com%2Forder-medicine&dr=https%3A%2F%2Fwww.netmeds.com%2F&dt=Order%20Medici
ne%20Online%20%7C%20Netmeds&en=user_engagement&_et=17247&tfd=22665
```



```
https://googleads.g.doubleclick.net/pagead/viewthroughconversion/878044376/?random=1735806841448&cv=11&fst=1735806841448&bg=ffffff&guid=ON&async=1&gtm=45be4cc1v892671086za200&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.netmeds.com%2Fcheckout%2Fcart&ref=https%3A%2F%2Fwww.netmeds.com%2Forder-medicine&hn=www.googleadservices.com&frm=0&tiba=Netmeds.com%3A%20Indian%20Online%20Pharmacy%20%7C%20Buy%20Medicines%20Online%2C%20Fast%20Delivery&npa=0&pscdl=noapi&auid=1536553069.1735800616&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&fledge=1&data=event%3Dgtag.config&rfmt=3&fmt=4
```

```
https://bat.bing.com/action/0?ti=26076008&tm=gtm002&Ver=2&mid=08f546b4-e003-45db-9f29-6c5632102e7d&bo=1&sid=d392f670c8d511efa8a50ff851ebe7fd&vid=d3974f20c8d511efa823015e2eed0dbf&vids=0&msclkid=N&pi=918639831&lg=en-GB&sw=1440&sh=900&sc=24&tl=Netmeds.com%3A%20Indian%20Online%20Pharmacy%20%7C%20Buy%20Medicines%20Online,%20Fast%20Delivery&p=https%3A%2F%2Fwww.netmeds.com%2Fcheckout%2Fcart&r=https%3A%2F%2Fwww.netmeds.com%2Forder-medicine&evt=pageLoad&sv=1&cdb=AQAQ&rn=629286
```

```
https://www.google.co.in/pagead/lp-user-list/878044376/?random=1735806841826&cv=11&fst=1735804800000&bg=ffffff&guid=ON&async=1&gtm=45be4cc1v892671086z871338017za201zb71338017&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.netmeds.com%2Fcheckout%2Fcart&ref=https%3A%2F%2Fwww.netmeds.com%2Forder-medicine&hn=www.googleadservices.com&frm=0&tiba=Netmeds.com%3A%20Indian%20Online%20Pharmacy%20%7C%20Buy%20Medicines%20Online%2C%20Fast%20Delivery&npa=0&pscdl=noapi&auid=1536553069.1735800616&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&fledge=1&rfmt=3&fmt=3&is_vtc=1&cid=CAQSKQCa7L7da77qxJbcw0x8rl4XRdf443TmQaq0Hj6PwVzdVAczHCysCDVz&random=2315523677&rmt_tld=1&ipr=y
```

DoubleClick, Google analytics and Bing receive information that the user has landed on the checkout cart.

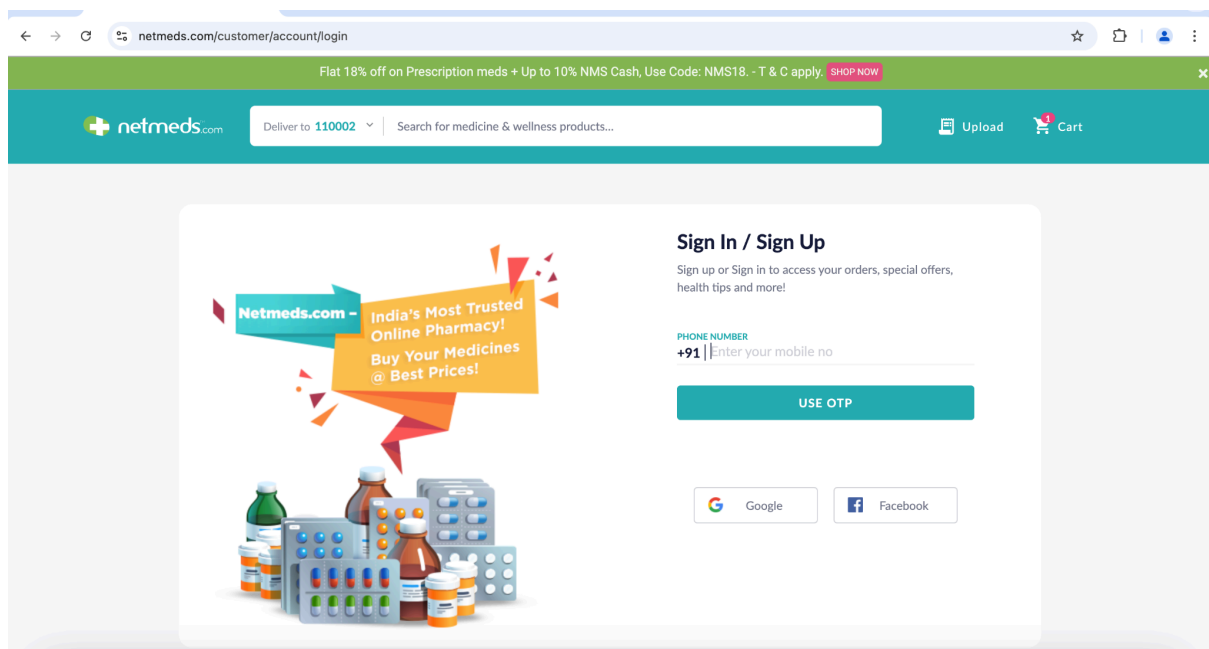


Fig. 110. Netmeds User login Page

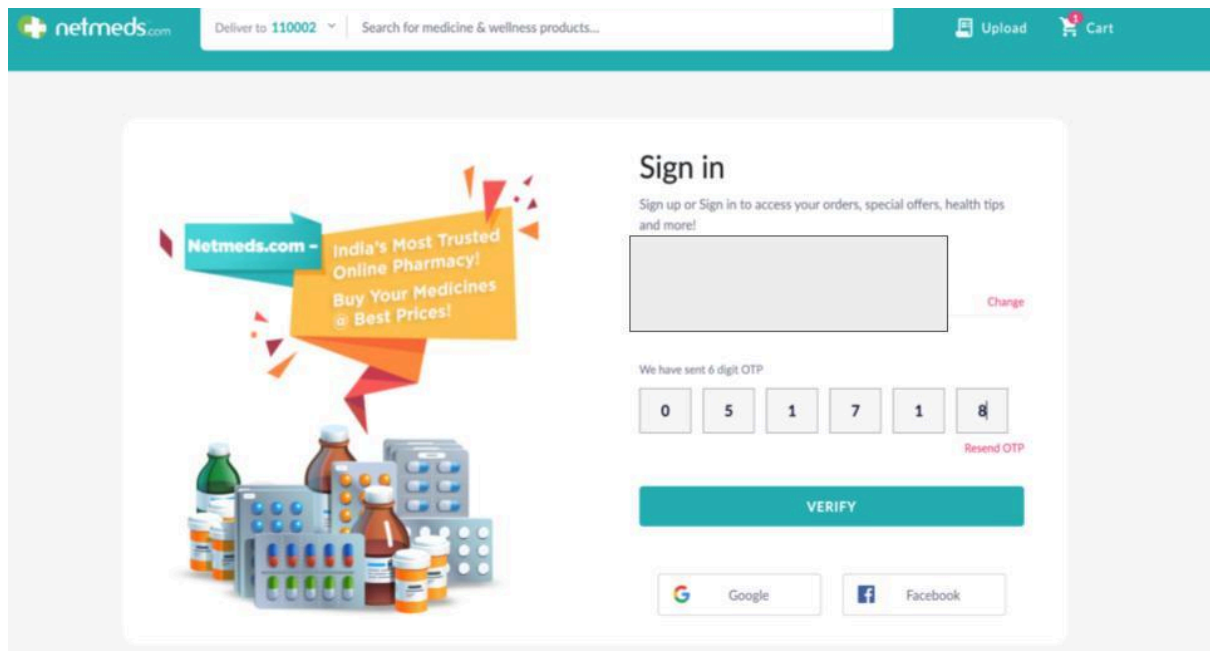


Fig. 111. Login Screen

We logged in here, and subsequently ended the navigation.

II.VII.III. Lab Test Booking

User navigation

1. From the home Page, we navigate to the lab tests.

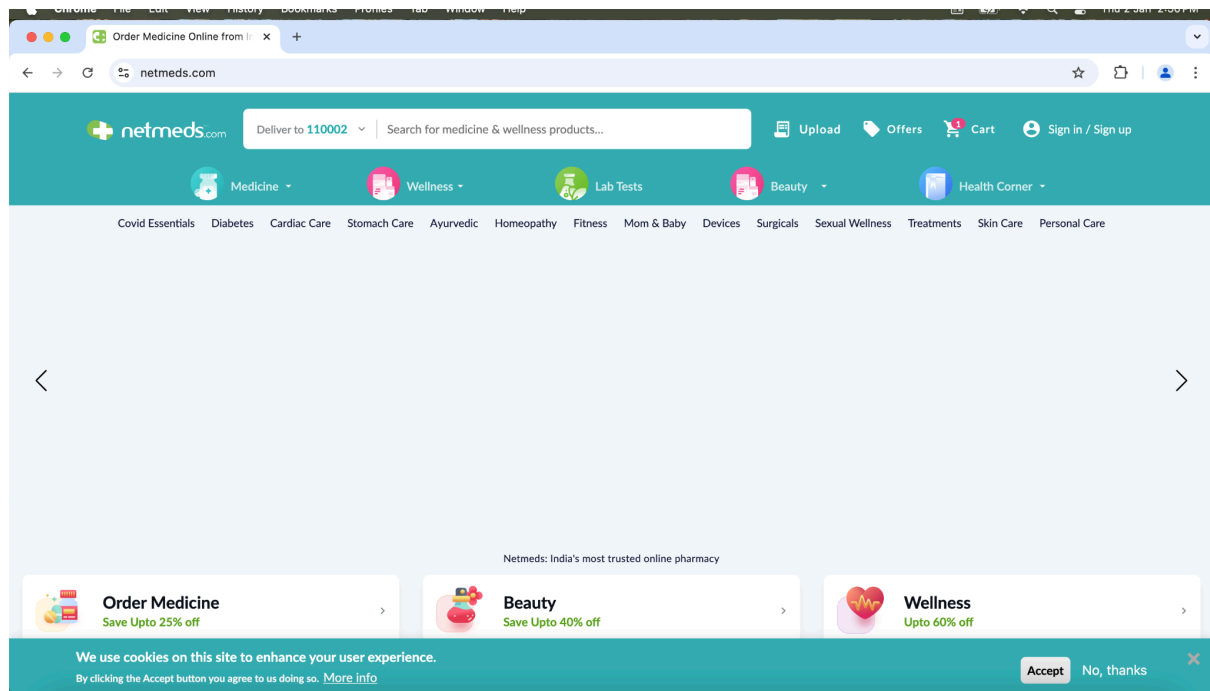


Fig. 112. Netmeds Home Page

We land on the home page after entering the netmeds URL.

Screenshot: The home page seen by the user on landing on the website.

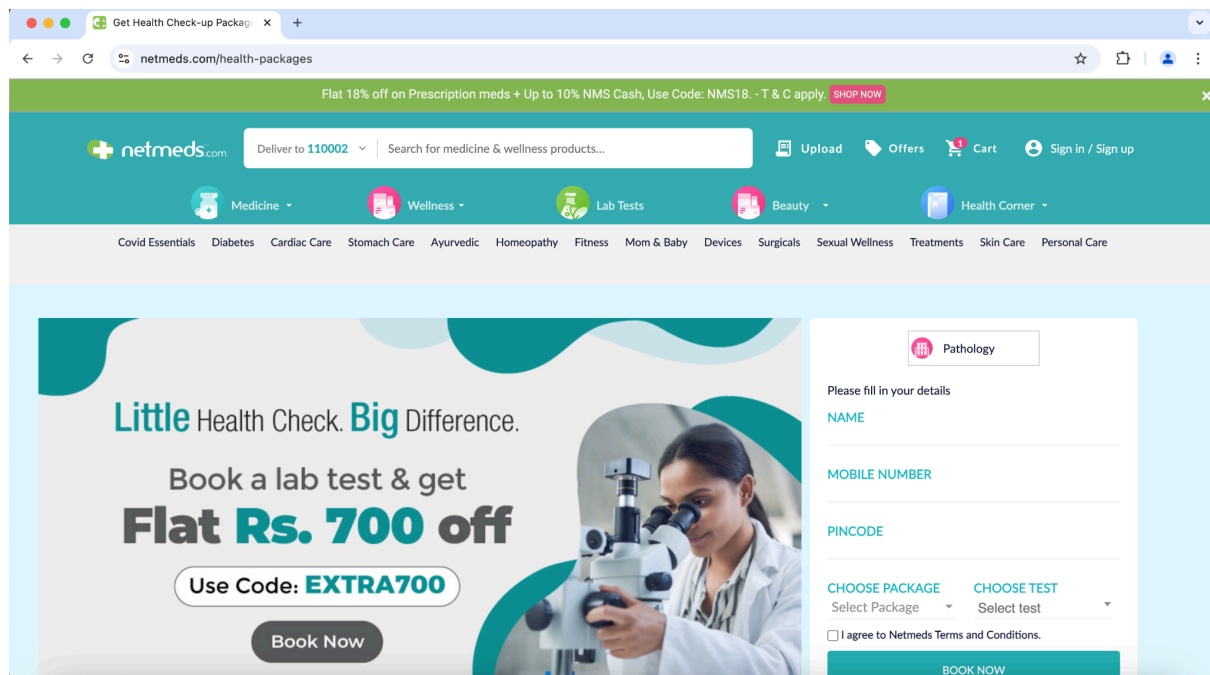


Fig. 113. Netmeds Health Packages Page.

We then navigate to the health packages page after clicking on the 'lab test' button on the home page.

The following third parties get information regarding the user's navigation to the health check ups/diagnostics page.

- Google
- GoogleAds
- DoubleClick
- Bing

```
https://www.google.com/ccm/collect?en=page_view&dr=www.netmeds.com&dl=https%3A%2F%2Fwww.netmeds.com%2Fhealth-packages&scsrc=www.googletagmanager.com&frm=0&rnd=182210764.1735809780&dt=Get%20Health%20Check-up%20Packages%20Online%20in%20India%20at%20Affordable%20Rates%20%7C%20Netmeds&auid=1536553069.1735800616&navt=n&nnpa=0&gtm=45He4cc1v71338017za200&gcd=13131313111&dma=0&tag_exp=101509157~101925629~102067555~102067808~102081485~102198178&tft=1735809779959&tfd=424&apve=1&apvf=sb
```

```
https://googleads.g.doubleclick.net/pagead/viewthroughconversion/878044376/?random=1735809780192&cv=11&fst=1735809780192&bg=ffffff&guid=ON&async=1&gtm=45be4cc1v892671086za200&gcd=13131313111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.netmeds.com%2Fhealth-packages&ref=https%3A%2F%2Fwww.netmeds.com%2F&hn=www.googleadservices.com&frm=0&tiba=Get%20Health%20Check-up%20Packages%20Online%20in%20India%20at%20Affordable%20Rates%20%7C%20Netmeds&nnpa=0&pscdl=noapi&auid=1536553069.1735800616&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&fledge=1&data=event%3Dgtag.config&rfmt=3&fmt=4
```

```
https://td.doubleclick.net/td/rul/878044376?random=1735809780192&cv=11&fst=1735809780192&fmt=3&bg=ffffff&guid=ON&async=1&gtm=45be4cc1v892671086za200&gcd=13131313111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.netmeds.com%2Fhealth-packages&ref=https%3A%2F%2Fwww.netmeds.com%2F&hn=www.googleadservices.com&frm=0&tiba=Get%20Health%20Check-up%20Packages%20Online%20in%20India%20at%20Affordable%20Rates%20%7C%20Netmeds&nnpa=0&pscdl=noapi&auid=1536553069.1735800616&uaa=x86&uab=64&uafvl=Google%2520Chrome%3B131.0.6778.205%7CChromium%3B131.0.6778.205%7CNot_A%2520Brand%3B24.0.0.0&uamb=0&uam=&uap=macOS&uapv=15.2.0&uaw=0&fledge=1&data=event%3Dgtag.config
```

```
https://bat.bing.com/action/0?ti=26076008&tm=gtm002&Ver=2&mid=5ff487f3-ad8c-4abf-97ac-2706da4f90d2&bo=1&sid=d392f670c8d511efa8a50ff851ebe7fd&vid=d3974f20c8d511efa823015e2eed0dbf&vids=0&mclkid=N&pi=918639831&lg=en-GB&sw=1440&sh=900&sc=24&ttl=Get%20Health%20Check-up%20Packages%20Online%20in%20India%20at%20Affordable%20Rates%20%7C%20Netmeds&kw=health%20check%20up%20packages,%20full%20body%20health%20check up,%20full%20body%20check%20up%20package,%20lab%20test%20at%20home,%20complete%20health%20checkup,%20book%20lab%20tests%20online,%20health%20test%20package,%20book%20lab%20test,%20book%20lab%20test%20at%20home,%20health%20screening%20package,%20Netmeds&p=https%3A%2F%2Fwww.netmeds.com%2Fhealth-packages&r=https%3A%2F%2Fwww.netmeds.com%2F&lt=1377&evt=pageLoad&sv=1&cdb=AQAQ&rn=899859
```

1. From here, we scrolled down to check the list of health packages.
2. Among the packages, the 'Netmeds Immunity Care' appeared to be relevant for women's care since it was meant for issues such as fertility and pregnancy.

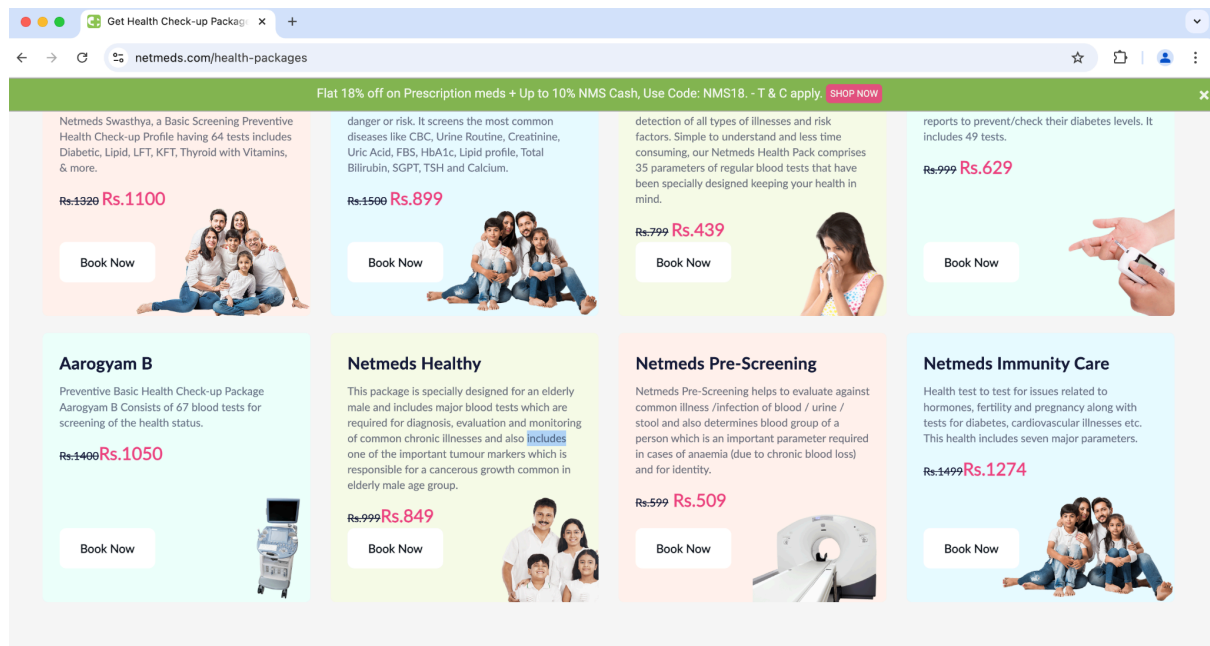


Fig. 114. Netmeds Health Packages

We see these health packages listed on the website on scrolling down on the page.

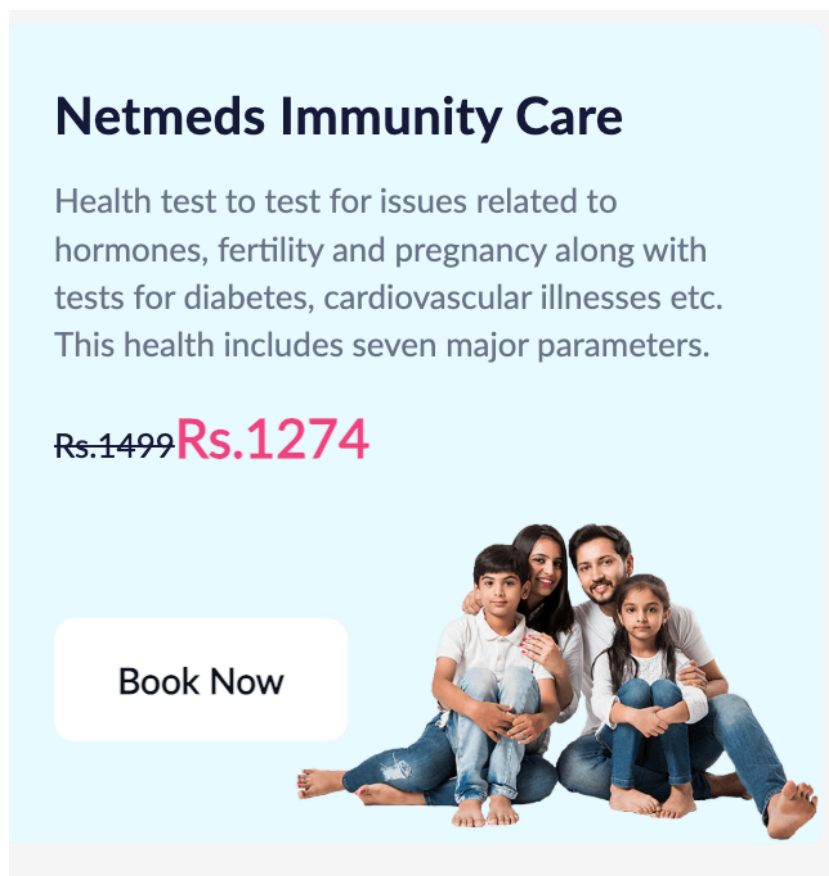


Fig. 115. Netmeds Immunity Care Package.

Out of these packages, we select the Netmeds immunity care as it appears to be linked to women's care issues.

For selecting the netmeds immunity care, we clicked on the 'book now' button. We did not see any data being shared with third parties here.

The screenshot shows a web page for Netmeds. At the top, a green banner reads: "Flat 18% off on Prescription meds + Up to 10% NMS Cash, Use Code: NMS18. - T & C apply. [SHOP NOW](#)". Below this is a large promotional banner on the left with the text: "Little Health Check. Big Difference. Book a lab test & get Flat Rs. 700 off". It also features a "Use Code: EXTRA700" button and a "Book Now" button. To the right of the banner is a registration form titled "Pathology". The form asks for "NAME", "MOBILE NUMBER", and "PINCODE". It also has two dropdown menus: "CHOOSE PACKAGE" (with "Select Package" below it) and "CHOOSE TEST" (with "Select test" below it). A red error message says "Please select atleast one package or test!". At the bottom of the form is a checkbox for "I agree to Netmeds Terms and Conditions." and a "BOOK NOW" button. A small note "*T&C Apply" is visible at the bottom left of the banner area.

Fig. 116. Netmeds Booking form for Test.

After clicking on the book now button, we were redirected to the booking form. We did not see any data being shared here. Confirming this action leads to booking of the test.

At this point, we ended the navigation.

II.VIII Tata 1mg Web Platforms Analysis

II.VIII.I Permissions, Data Collection Consent Banner, Comments on Timing of Notice and Affirmative Action, Trackers Found

Permissions Requested

- The user's location permission was requested upon reaching the landing page.

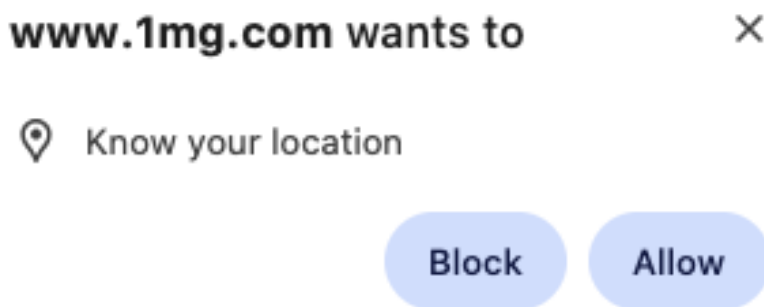


Fig 117. 1mg Request for location.

- On landing on the home page we receive a permission request for location sharing.

Privacy Policy

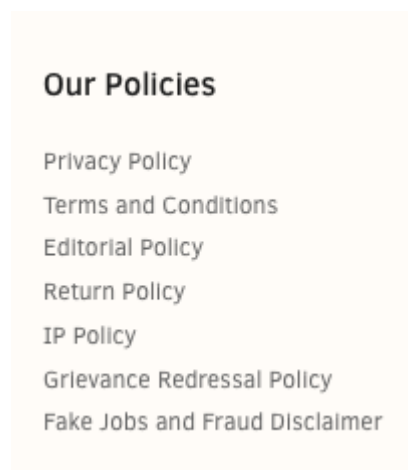


Fig. 118. 1mg Privacy Policy in Footer

Privacy policy is found in the footer.

Comments on Timing of Notice and Affirmative Action

1. At the time of registration and logging in, the user is shown the privacy and terms.

- Regarding affirmative action, authentication for registration and logging in through OTP implies acceptance of terms of privacy policy.

Data Collection Consent Banner.

No consent banner was shown throughout the navigation to inform users about third party data collection.

Name of Third Parties

1.	www.google.com
2.	encrypted-tbn0.gstatic.com
3.	lh5.googleusercontent.com
4.	accounts.tatadigital.com
5.	browser.sentry-cdn.com
6.	connect.facebook.net
7.	cdn.rudderlabs.com
8.	onemg.gumlet.io
9.	cdn.ravenjs.com
10.	api.rudderstack.com
11.	securepubads.g.doubleclick.net/
12.	https://cdn.rudderlabs.com/
13.	a.mgid.com/
14.	bat.bing.com/
15.	content-autofill.googleapis.com
16.	edge.fullstory.com
17.	api.tatadigital.com
18.	web-sdk-cdn.singular.net
19.	s.adroll.com
20.	tags.creativecdn.com
21.	www.notifyvisitors.com
22.	imasdk.googleapis.com
23.	static.criteo.net
24.	amplify.outbrain.com
25.	pagead2.googlesyndication.com
26.	www.google-analytics.com

Table. Third Parties Receiving Information from Tata1mg

II.VIII.II Doctor's Consultation Booking Analysis

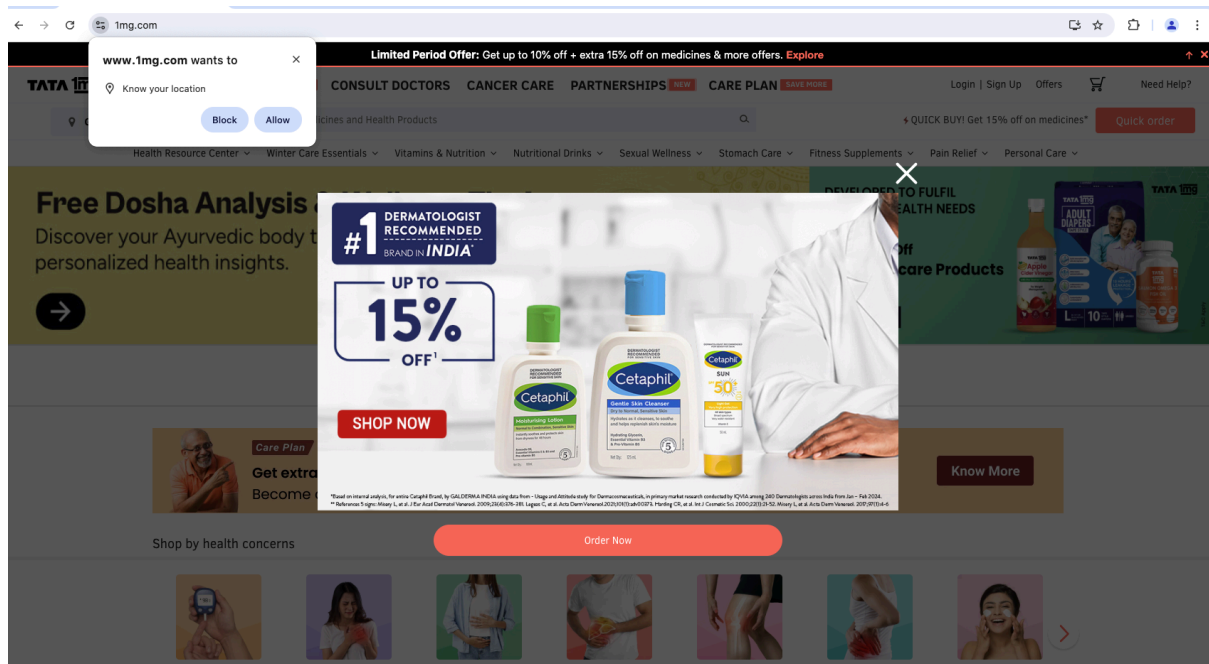


Fig. 119. Tata 1mg home page:

We see the landing page on entering the website URL.

- User logging in with his credentials.

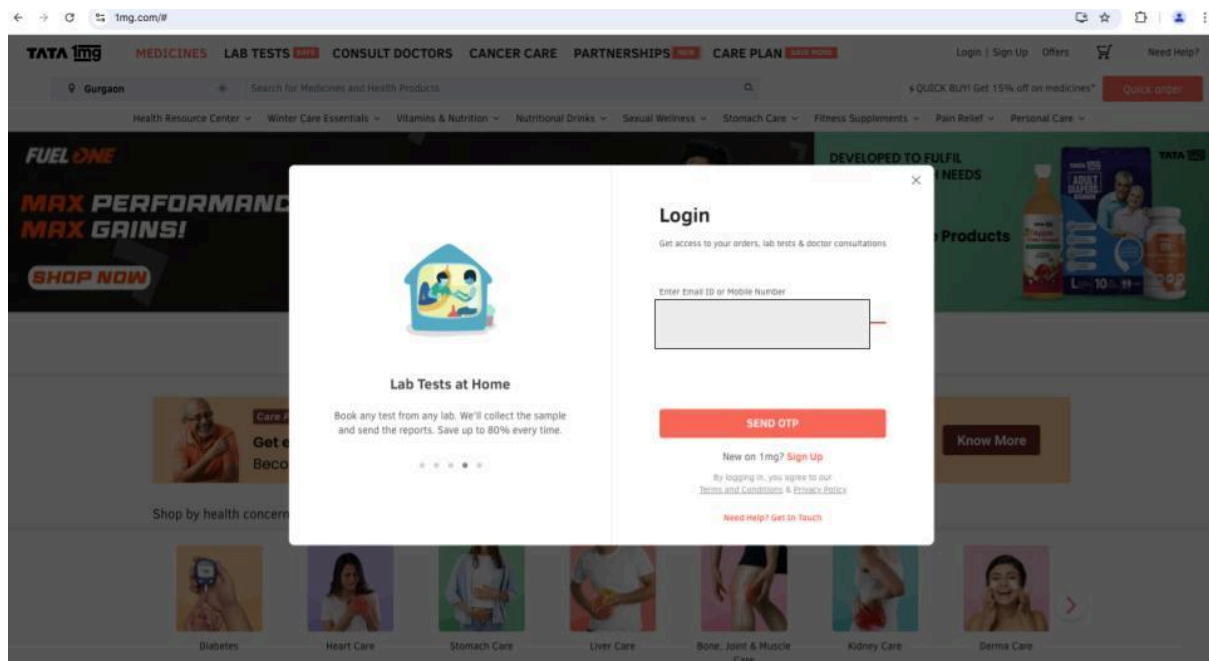


Fig. 120. Tata 1mg User Login Page.

We then Login/authenticate using the phone number.

At the time of landing on the page, the following third parties get to know about the doctor consultation feature of the application.

- DoubleClick
- GoogleAdservice
- Google
- Adroll
- Bing

```
https://14719398.fls.doubleclick.net/activityi;dc_pre=CNHvofC55YoDFU4FtwAdVS0Wyw;src=14719398;type=invmedia;cat=tata1000;ord=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqox9OQ_1118_1736231113524;npa=0;auiddc=1988780648.1736231118;ps=1;pcor=1472828093;uaa=x86;uab=64;uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138;uamb=0;uam=;uap=macOS;uapv=10.15.7;uaw=0;pscdl=noapi;frm=0;gtm=45fe4cc1v9191331500z86472178za201zb6472178;gcs=G1--;gcd=131313131511;dma=0;tcfd=10000;tag_exp=101925629~102067555~102067808~102081485~102198178;epver=2;~oref=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation?
```

```
https://adservice.google.com/ddm/fls/z/dc_pre=CPW2x_655YoDFQqt2AUD-JUKyA;src=14719398;type=invmedia;cat=tata1001;ord=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqox9OQ_1118_1736231113524;npa=0;auiddc=*;ps=1;pcor=554616783;uaa=x86;uab=64;uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138;uamb=0;uam=;uap=macOS;uapv=10.15.7;uaw=0;pscdl=noapi;frm=0;gtm=45fe4cc1v9191331500z86472178za201zb6472178;gcs=G1--;gcd=131313131511;dma=0;tcfd=10000;tag_exp=101925629~102067555~102067808~102081485~102198178;epver=2;~oref=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation
```

```
https://td.doubleclick.net/td/fls/rul/activityi;fledge=1;src=14719398;type=invmedia;cat=tata1001;ord=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqox9OQ_1118_1736231113524;npa=0;auiddc=1988780648.1736231118;ps=1;pcor=554616783;uaa=x86;uab=64;uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138;uamb=0;uam=;uap=macOS;uapv=10.15.7;uaw=0;pscdl=noapi;frm=0;gtm=45fe4cc1v9191331500z86472178za201zb6472178;gcs=G1--;gcd=131313131511;dma=0;tcfd=10000;tag_exp=101925629~102067555~102067808~102081485~102198178;epver=2;~oref=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation?
```

```
https://adservice.google.com/ddm/fls/z/dc_pre=CNHvofC55YoDFU4FtwAdVS0Wyw;src=14719398;type=invmedia;cat=tata1000;ord=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqox9OQ_1118_1736231113524;npa=0;auiddc=*;ps=1;pcor=1472828093;uaa=x86;uab=64;uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138;uamb=0;uam=;uap=macOS;uapv=10.15.7;uaw=0;pscdl=noapi;frm=0;gtm=45fe4cc1v9191331500z86472178za201zb6472178;gcs=G1--;gcd=131313131511;dma=0;tcfd=10000;tag_exp=101925629~102067555~102067808~102081485~102198178;epver=2;~oref=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation
```

```
https://bat.bing.com/action/0?ti=5268488&Ver=2&mid=ce4911d6-bff2-4714-b647-7ad7160b6b23&bo=1&sid=298cf9d0ccc011ef934601e54b03ceb2&vid=298d42a0ccc011ef90be0101394fa74e&vids=0&mssclkid=N&pi=918639831&lg=en-GB&sw=1920&sh=1080&sc=24&tl=Online%20Doctor%20Consultation%20India%2024%2F7%20%7C%20Ask%20A%20Doctor%20-%201mg.com&kw=Online%20Consultation&p=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation&r=https%3A%2F%2Fwww.1mg.com%2F&lt=3127&evt=pageLoad&sv=1&cdb=AQAQ&rn=967924
```

```
https://www.google.com/ccm/collect?en=page_view&dr=www.1mg.com&dl=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation&scrsrc=www.googletagmanager.com&frm=0&rnd=1565908058.1736316165&dt=Online%20Doctor%20Consultation%20India%2024%2F7%20%7C%2
```

0Ask%20A%20Doctor%20-%201mg.com&auid=1988780648.1736231118&navt=n&npa=0>m=45He4cc1v6472178za200&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&tft=1736316165003&tfd=3213&apve=1

findings: Bing, Google, Adroll, Doubleclick, Google Analytics know about the user's navigation to online doctor consultation.

TATA 1mg MEDICINES LAB TESTS **CONSULT DOCTORS** CANCER CARE PARTNERSHIPSNEW CARE PLAN [Start Now](#) Offers [Need Help](#)

Who are you consulting for ?
Select person you want to consult for and your preferred mode of consultation

Test
33, male [Edit](#)

[+ Add New Member](#)

What is your preferred mode of consultation?
Video **Audio** Chat

[Proceed](#)

Fig. 121. Tata 1mg Doctor Consultation booking form.

Here, we enter all the details required for the booking a consultation
At this step of the navigation too, the following third parties receive information regarding the user booking doctor's consultation.

- Google
- DoubleClick
- GoogleAds
- Google Analytics
- Fullstory
- Google

https://adservice.google.com/ddm/fls/z/dc_pre=CM3r6JC85YoDFY6hrAIdZBwr8A;src=14719398;type=invmedia;cat=tata1000;ord=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqox9OQ_1118_1736231113524;npa=0;auiddc=*;ps=1;pcor=1240800075;uaa=x86;uab=64;uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138;uamb=0;uam=;uap=macOS;uapv=10.15.7;uaw=0;pscdl=noapi;frm=0;gtm=45fe4cc1v9191331500z86472178za201zb6472178;gcd=131313131511;dma=0;tcfid=10000;tag_exp=101925629~102067555~102067808~102081485~102198178;epver=2;~oref=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation%2Fpatient

https://14719398.fls.doubleclick.net/activityi;src=14719398;type=invmedia;cat=tata1001;ord=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqox9OQ_1118_1736231113524;npa=0;auiddc=1988780648.1736231118;ps=1;pcor=821340609;uaa=x86;uab=64;uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138;uamb=0;uam=;uap=macOS;uapv=

```
=10.15.7;uaw=0;pscdl=noapi;frm=0;gtm=45fe4cc1v9191331500z86472178za201zb6472178;gcs=G1--;gcd=131313131511;dma=0;tcfd=10000;tag_exp=101925629~102067555~102067808~102081485~102198178;epver=2;~oref=https%3A%2F%2Fwww.lmg.com%2Fonline-doctor-consultation%2Fpatient?https://adservice.google.com/ddm/fls/z/dc_pre=CMPrqZ-85YoDFTSUrAIdlvo8sQ;src=14719398;type=invmedia;cat=tata1001;ord=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqox9OQ_1118_1736231113524;npa=0;auidc=*;ps=1;pcor=821340609;uaa=x86;uab=64;uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138;uamb=0;uam=;uap=macOS;uapv=10.15.7;uaw=0;pscdl=noapi;frm=0;gtm=45fe4cc1v9191331500z86472178za201zb6472178;gcs=G1--;gcd=131313131511;dma=0;tcfd=10000;tag_exp=101925629~102067555~102067808~102081485~102198178;epver=2;~oref=https%3A%2F%2Fwww.lmg.com%2Fonline-doctor-consultation%2Fpatienthttps://rs.fullstory.com/rec/page{"OrgId":"11EGJ5","UserId":"","SessionId":"e4eaba2e-6c44-4724-8453-372581f08667","PageId":"9316593c-9cc1-43c1-84b6-c73465fc56c7","Url":"https://www.lmg.com/online-doctor-consultation/patient","Base":"https://www.lmg.com/online-doctor-consultation/patient","Width":1700,"Height":890,"ScreenWidth":1920,"ScreenHeight":1080,"SnippetVersion":"unknown","Referer":"https://www.lmg.com/online-doctor-consultation","Preroll":1871,"Doctype":"<!DOCTYPEhtml>","CompiledVersion":"4668c64f11c766e0c125cfc81f22c0c8e214623a","CompiledTimestamp":1735945898,"AppId":"6d21c563b5f53219dd6bc8845599fbbe","TabId":"e7479e1ebb0578"}
```

The screenshot displays the 'Tell us your symptoms' section of the Tata 1mg Doctor's Consultation Booking Form II. It includes a search bar for symptoms and a grid of 'Most Searched' symptoms. The 'Skip to specialties' button is highlighted in red.

Fig. 122. Tata 1mg Doctor's Consultation Booking Form II

We are then required to fill out the symptom form for booking the doctor-consultation.

Here too, third parties get information regarding the user booking online consultation. However, data regarding the symptoms is not transmitted to any third parties.

The following third parties get information regarding the user's online doctor consultation.

- Google Analytics

- Bing
- Google Ads
- Google Adservice
- DoubleClick

https://www.google-analytics.com/g/collect?v=2&tid=G-1HF6RR2VT7>m=45je4cc1v879238698za200zb6472178&_p=1736316769853&gcs=G1--&gcd=131313131511&npa=0&dma=0&tcfd=10000&tag_exp=101925629~102067555~102067808~102081485~102198178&cid=1285325273.1736231119&ul=en-gb&sr=1920x1080&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&frm=0&pscdl=noapi&_s=2&sid=1736316072&sct=5&seg=1&dl=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation%2Fpatient&dr=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation&dt=Online%20Doctor%20Consultation%20India%2024%2F7%20%7C%20Ask%20A%20Doctor%20-%201mg.com&en=user_engagement&_et=23668&tfd=1771084

https://analytics.google.com/g/collect?v=2&tid=G-NPGHGVF7FB>m=45je4cc1v879238698za200zb6472178&_p=1736316769853&_gaz=1&gcs=G1--&gcd=131313131511&npa=0&dma=0&tcfd=10000&tag_exp=101925629~102067555~102067808~102081485~102198178&cid=1285325273.1736231119&ul=en-gb&sr=1920x1080&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_s=3&sid=1736316072&sct=5&seg=1&dl=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation%2Fpatient&dr=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation&dt=Online%20Doctor%20Consultation%20India%2024%2F7%20%7C%20Ask%20A%20Doctor%20-%201mg.com&en=user_engagement&_et=23353&tfd=1771094

<https://bat.bing.com/action/0?ti=5268488&Ver=2&mid=7e3d7916-50ed-4c6a-8f6d-e1dcea1f52cf&bo=1&sid=298cf9d0ccc011ef934601e54b03ceb2&vid=298d42a0ccc011ef90be0101394fa74e&vids=0&mssclkid=N&pi=918639831&lg=en-GB&sw=1920&sh=1080&sc=24&tl=Online%20Doctor%20Consultation%20India%2024%2F7%20%7C%20Ask%20A%20Doctor%20-%201mg.com&kw=Online%20Consultation&p=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation%2Fsymptoms&r=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation%2Fpatient<=952&evt=pageload&sv=1&cdb=AQAQ&rn=504093>

https://www.google.com/ccm/collect?en=page_view&dr=www.1mg.com&dl=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation%2Fsymptoms&scrsrc=www.googletagmanager.com&frm=0&rnd=1197772949.1736318554&dt=Online%20Doctor%20Consultation%20India%2024%2F7%20%7C%20Ask%20A%20Doctor%20-%201mg.com&auid=1988780648.1736231118&navt=n&nnpa=0>m=45He4cc1v6472178za200&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&tft=1736318553986&tfd=1439&apve=1

https://ad.doubleclick.net/activity;register_conversion=1;src=14719398;type=invmedia;cat=tata1001;ord=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqox90Q_1118_1736231113524;npa=0;auiddc=1988780648.1736231118;ps=1;pcor=1418609479;uaa=x86;uab=64;uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0;uam=;uap=macOS;uapv=10.15.7;uaw=0;pscdl=noapi;frm=0;gtm=45fe4cc1v9191331500z86472178za201zb6472178;gcs=G1--&gcd=131313131511&dma=0;tcfd=10000;tag_exp=101925629~102067555~102067808~102081485~102198178;epver=2;~oref=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation%2Fsymptoms?

https://adservice.google.com/ddm/fls/z/dc_pre=CNyN_MbK5YoDFTfNcwEdGZoBxw;src=14719398;type=invmedia;cat=tata1001;ord=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqox90Q_1118_1736231113524;npa=0;auiddc=*;ps=1;pcor=1418609479;uaa=x86;uab=64;uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0;uam=;uap=macOS;uapv=10.15.7;uaw=0;pscdl=noapi;frm=0;gtm=45fe4cc1v9191331500z86472178za201zb6472178;gcs=G1--&gcd=131313131511&dma=0;tcfd=10000;tag_exp=101925629~102067555~102067808~102081485~102198178;epver=2;~oref=https%3A%2F%2Fwww.1mg.com%2Fonline-doctor-consultation%2Fsymptoms

```
https://td.doubleclick.net/td/fls/rul/activityi;fledge=1;src=14719398;type=invmedi  
a;cat=tata1001;ord=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqox9OQ_1118_1736231113  
524;npa=0;auiddc=1988780648.1736231118;ps=1;pcor=1418609479;uaa=x86;uab=64;uafvl=C  
hromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B12  
8.0.6613.138;uamb=0;uam=;uap=macOS;uapv=10.15.7;uaw=0;pscdl=noapi;frm=0;gtm=45fe4c  
c1v9191331500z86472178za201zb6472178;gcs=G1--;gcd=131313131511;dma=0;tcfd=10000;ta  
g_exp=101925629~102067555~102067808~102081485~102198178;epver=2;~oref=https%3A%2F%  
2Fwww.1mg.com%2Fonline-doctor-consultation%2Fsymptoms?
```

Findings: Doubleclick, Google Adservice, Bing receive information that the user has requested for online doctor consultation.

II.VIII.II Medicine Booking Flow

User Navigation

1. User landing on the homepage.

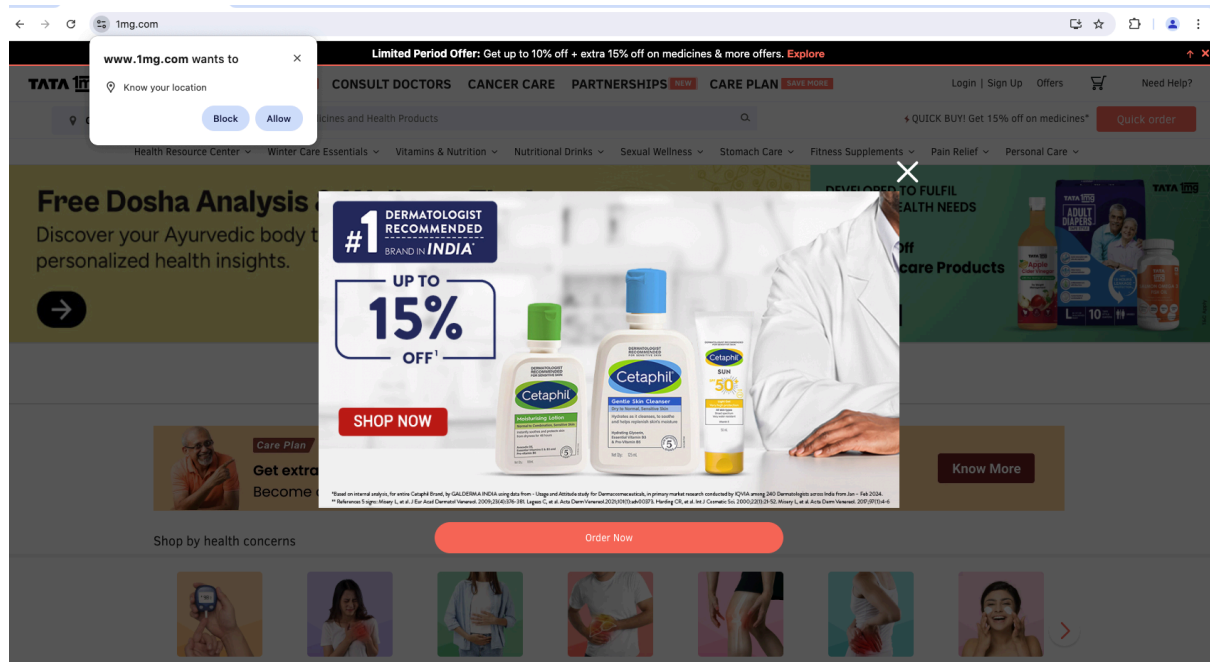


Fig. 123: Home/Landing Page

We land on the home page upon entering the website URL.

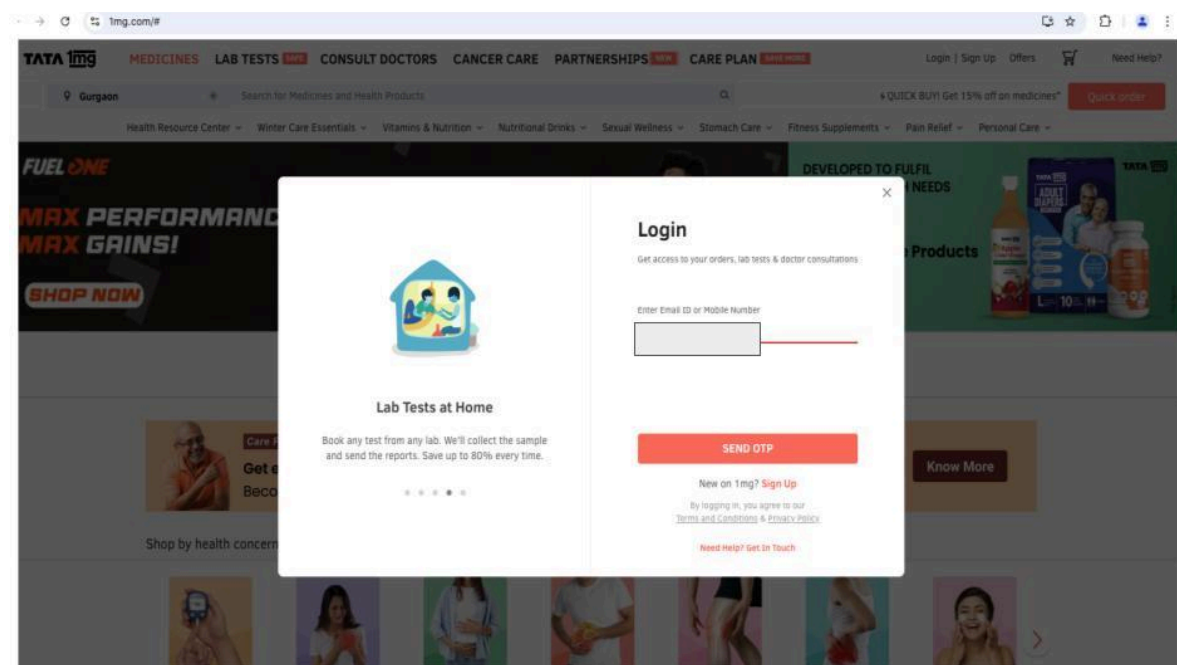


Fig. 124. Home/Landing Page

We then navigate to the login form. We can see the user logging in.

At this stage of the navigation, the following third parties get information regarding the user landing on the online pharmacy page:

- Google Analytics
- Google
- Bing

```
https://analytics.google.com/g/collect?v=2&tid=G-NPGHGVF7FB&gtm=45je4cc1v879238698
za200zb6472178&p=1736231337612&_gaz=1&gcd=131313131111&npa=0&dma=0&tcfd=10000&tag
_exp=101925629~102067555~102067808~102081485~102198178&cid=1285325273.1736231119&u
l=en-gb&sr=1920x1080&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%25
3DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv
=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_s=3&sid=1736239237&sct=2&seg=0&dl=ht
tps%3A%2F%2Fwww.1mg.com%2F&dt=Online%20Pharmacy%20India%20%7C%20Buy%20Medicines%20
from%20India%27s%20Trusted%20Medicine%20Store%3A%201mg.com&en=user_engagement&_ss=
1&tfd=7706098

https://www.google.com/ccm/collect?en=page_view&dl=https%3A%2F%2Fwww.1mg.com%2F&sc
rsrc=www.googletagmanager.com&frm=0&rnd=243707408.1736239240&dt=Online%20Pharmacy%
20India%20%7C%20Buy%20Medicines%20from%20India%27s%20Trusted%20Medicine%20Store%3A
%201mg.com&auid=1988780648.1736231118&navt=r&npa=0&gtm=45He4cc1v6472178za200&gcd=1
31313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&tft=17
36239239596&tfd=2931&apve=1

https://bat.bing.com/action/0?ti=5268488&Ver=2&mid=71bb5868-c82a-4858-9a76-5a91cff
02d40&bo=1&sid=298cf9d0ccc011ef934601e54b03ceb2&vid=298d42a0ccc011ef90be0101394fa7
4e&vids=0&msslkid=N&pi=918639831&lg=en-GB&sw=1920&sh=1080&sc=24&tl=Online%20Pharma
cy%20India%20%7C%20Buy%20Medicines%20from%20India%27s%20Trusted%20Medicine%20Store
%3A%201mg.com&kw=online%20pharmacy,%20online%20medicine,%20medicine%20online,%20on
line%20medical%20store,%20buy%20medicine%20online,%20online%20pharmacy%20India,%20
buy%20medicine%20online%20India,%20online%20chemist,%20online%20medicine%20purchas
e&p=https%3A%2F%2Fwww.1mg.com%2F&r=&lt=1802&evt=pageLoad&sv=1&cdb=AQAQ&rn=971722

https://bat.bing.com/action/0?ti=5268488&Ver=2&mid=71bb5868-c82a-4858-9a76-5a91cff
02d40&bo=1&sid=298cf9d0ccc011ef934601e54b03ceb2&vid=298d42a0ccc011ef90be0101394fa7
4e&vids=0&msslkid=N&pi=918639831&lg=en-GB&sw=1920&sh=1080&sc=24&tl=Online%20Pharma
cy%20India%20%7C%20Buy%20Medicines%20from%20India%27s%20Trusted%20Medicine%20Store
%3A%201mg.com&kw=online%20pharmacy,%20online%20medicine,%20medicine%20online,%20on
line%20medical%20store,%20buy%20medicine%20online,%20online%20pharmacy%20India,%20
buy%20medicine%20online%20India,%20online%20chemist,%20online%20medicine%20purchas
e&p=https%3A%2F%2Fwww.1mg.com%2F&r=&lt=1802&evt=pageLoad&sv=1&cdb=AQAQ&rn=971722

https://www.google-analytics.com/j/collect?v=1&_v=j101&a=1441317503&t=pageview&_s=
1&dl=https%3A%2F%2Fwww.1mg.com%2F&ul=en-gb&de=UTF-8&dt=Online%20Pharmacy%20India%2
0%7C%20Buy%20Medicines%20from%20India%27s%20Trusted%20Medicine%20Store%3A%201mg.co
m&sd=24-bit&sr=1920x1080&vp=1700x890&je=0&_u=QDCAiEABBAQCACAAI~&jid=1013400546&gji
d=1862778519&cid=1285325273.1736231119&tid=UA-21820217-6&_gid=1926427157.173623112
2&_slc=1&gtm=45He4cc1n71KR9MB8v6472178za200&cd1=e53a55b1-c277-4b94-b904-389afe64e2
73_gJTAqox9OQ_1118_1736231113524&cd4=0&cd7=default&cd20=Gurgaon&cd33=Applicable%20
%7C%20Not%20Shown&cd35=Applicable%20%7C%20Shown&cd47=Full&cd60=%22%22&gcd=13131313
1111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&z=1479504244
```

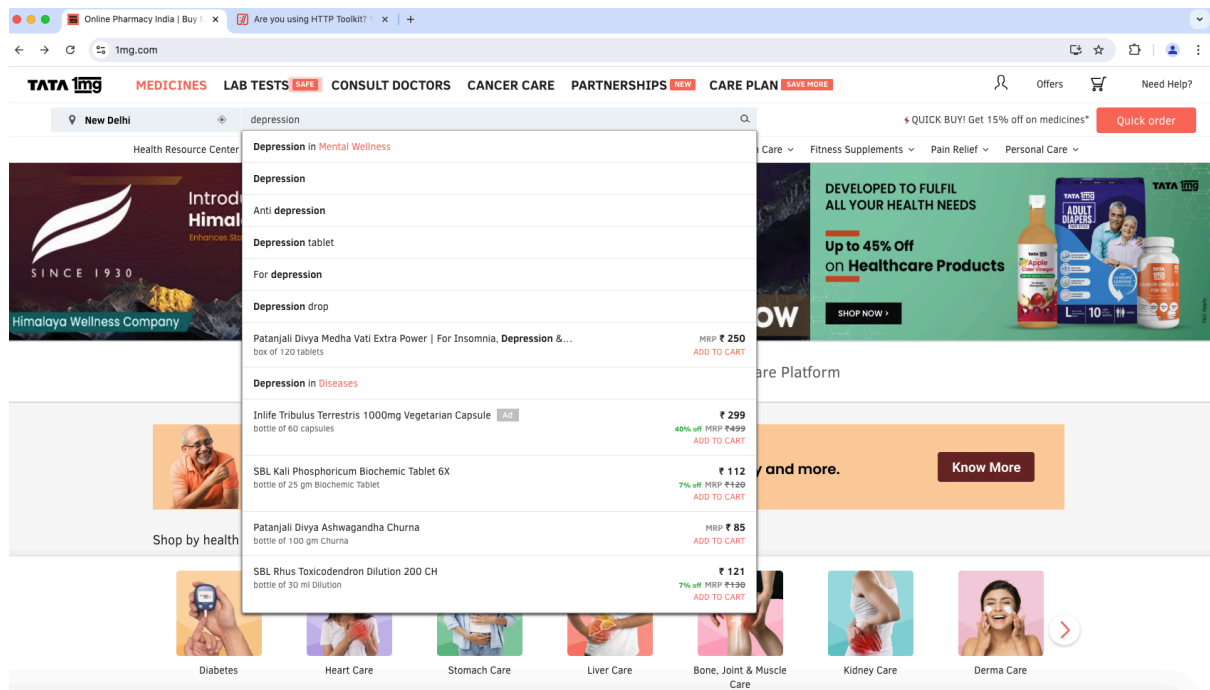



Fig. 125. Tata 1mgMedicine Search

We search for the term 'depression' in the search bar.

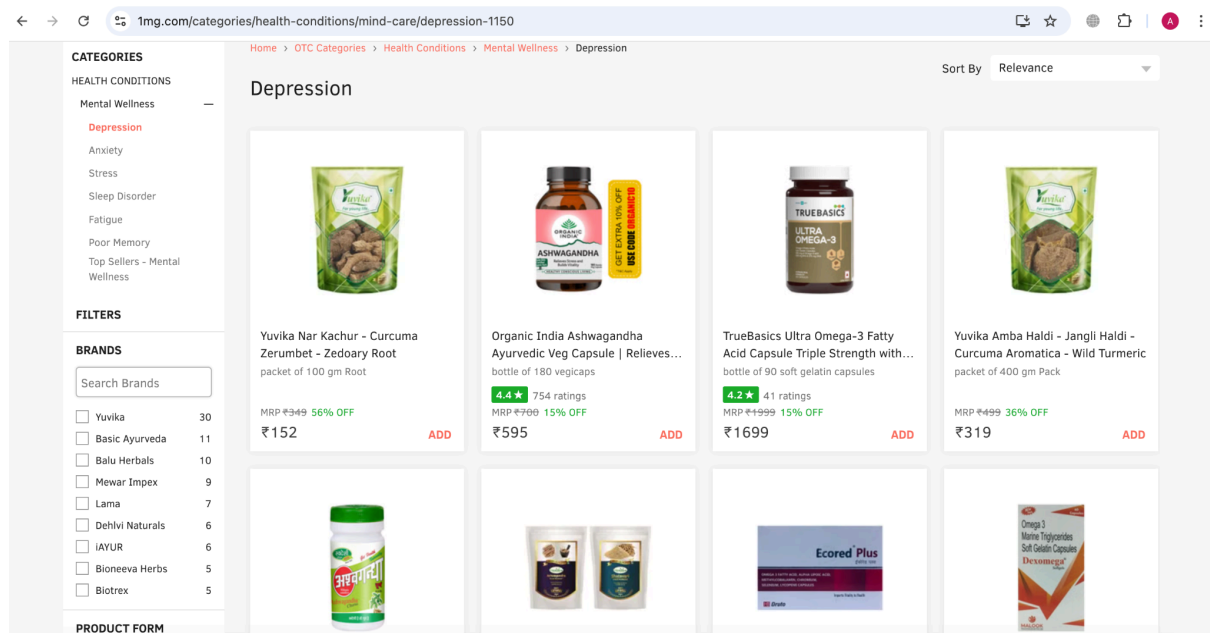


Fig. 126. 1mg Search Results for 'Depression'

These are the products shown to us after we searched for the term 'Depression'.



Bio Resurge Regustress Capsule
box of 30 capsules

MRP ₹750 **ADD**

Fig. 127.Tata 1mg Medicine selected for depression

We select the 'Regustress' Capsule.

Here, third parties Google Analytics and DoubleClick receive information regarding the user's search for 'depression' in the search bar.

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=1460266313&t=event&ni=0&_s=1&dl=https%3A%2F%2Fwww.1mg.com%2Fcategories%2Fhealth-conditions%2Fmind-care%2Fdepression-1150&ul=en-gb&de=UTF-8&dt=Depression%20%3A%20Buy%20Depression%20Products%20Online%20in%20India%20%7C%201mg&sd=24-bit&sr=1920x1080&vp=1700x890&je=0&ec=Categories&ea=Add%20To%20Cart%20&el=health-conditions%2Fmind-care%2Fdepression-1150%2C%20Wid_pos_0%2C%2019%2C%20sku_paginated%2C%20481726%2C%20Bio%20Resurge%20Regustress%20Capsule%2C%20750%2C%2030%2C%20%2C%20sku_unsponsored%2C%20undefined&_u=SCCACEABBAAAGAGAAI~&jid=784772258&gjid=122518690&cid=1285325273.1736231119&tid=UA-21820217-6&_gid=1926427157.1736231122&_r=1&gtm=45He4cc1n71KR9MB8v6472178za200&cd1=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqx9OQ_1118_1736231113524&gcd=131313131111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102198178&tcfd=10000&z=1734615630
```

```
https://14719398.fls.doubleclick.net/activityi;src=14719398;type=invmedia;cat=tata1001;ord=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqox9OQ_1118_1736231113524;npa=0;auiddc=1988780648.1736231118;ps=1;pcor=937171958;uaa=x86;uab=64;uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138;uamb=0;uam=;uap=macOS;uapv=10.15.7;uaw=0;pscdl=noapi;frm=0;gtm=45fe4cc1v9191331500z86472178za201zb6472178;gcd=131313131111;dma=0;tcfd=10000;tag_exp=101925629~102067555~102067808~102081485~102198178;epver=2;~oref=https%3A%2F%2Fwww.lmg.com%2Fcategories%2Fhealth-conditions%2Fmind-care%2Fdepression-1150?
```

```
https://ad.doubleclick.net/activity;register_conversion=1;src=14719398;type=invmedia;cat=tata1001;ord=e53a55b1-c277-4b94-b904-389afe64e273_gJTAqox9OQ_1118_1736231113524;npa=0;auiddc=1988780648.1736231118;ps=1;pcor=937171958;uaa=x86;uab=64;uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138;uamb=0;uam=;uap=macOS;uapv=10.15.7;uaw=0;pscdl=noapi;frm=0;gtm=45fe4cc1v9191331500z86472178za201zb6472178;gcd=131313131111;dma=0;tcfd=10000;tag_exp=101925629~102067555~102067808~102081485~102198178;epver=2;~oref=https%3A%2F%2Fwww.lmg.com%2Fcategories%2Fhealth-conditions%2Fmind-care%2Fdepression-1150?
```

On adding the medicine to cart, Facebook gets the information regarding the price and currency of the medicine.

```
https://www.facebook.com/privacy_sandbox/pixel/register/trigger/?id=1533315340292439&ev=AddToCart&dl=https%3A%2F%2Fwww.lmg.com&rl=https%3A%2F%2Fwww.lmg.com&if=false&ts=1736250405111&cd[value]=750&cd[currency]=INR&cd[contents]=481726&cd[content_type]=product&sw=1920&sh=1080&v=2.9.179&r=stable&sec=2&o=4124&fbp=fb.1.1736231115364.971503304639098750&pm=1&hrl=802b9b&ler=empty&cbl=API_unavailable&it=1736250345135&coo=false&cs_cc=1&cas=1332311013456368%2C7293200360726572%2C7658040327589137%2C6681168268664070%2C6278619225583246%2C6878102432284353%2C6513276592118215%2C7521143477928767%2C6971242606240769%2C6356198277764857%2C5565497676895272%2C6144472272230806%2C8292140630856855%2C8705157822835137%2C4410832612298206%2C5567879149981237%2C4326805070696266%2C3733595040009607%2C2594319933950882%2C2414853131965762%2C2268650139852816%2C2371037966301581%2C2473827572662118%2C1869756436428197%2C1690952850949294&rqm=FGET
```

Findings: GoogleAdservice, Doubleclick get information on the user's search of 'depression' in health conditions; Facebook gets information on currency and price of the medicine selected.

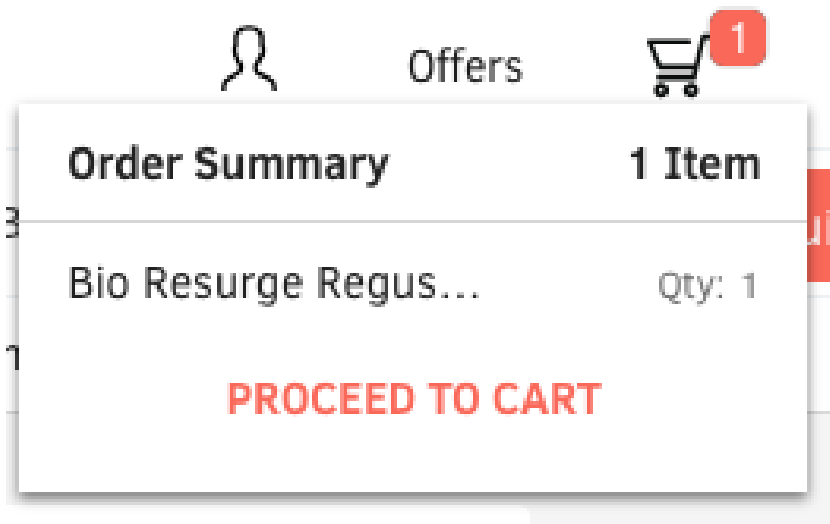


Fig. 128. Medicine added to cart.

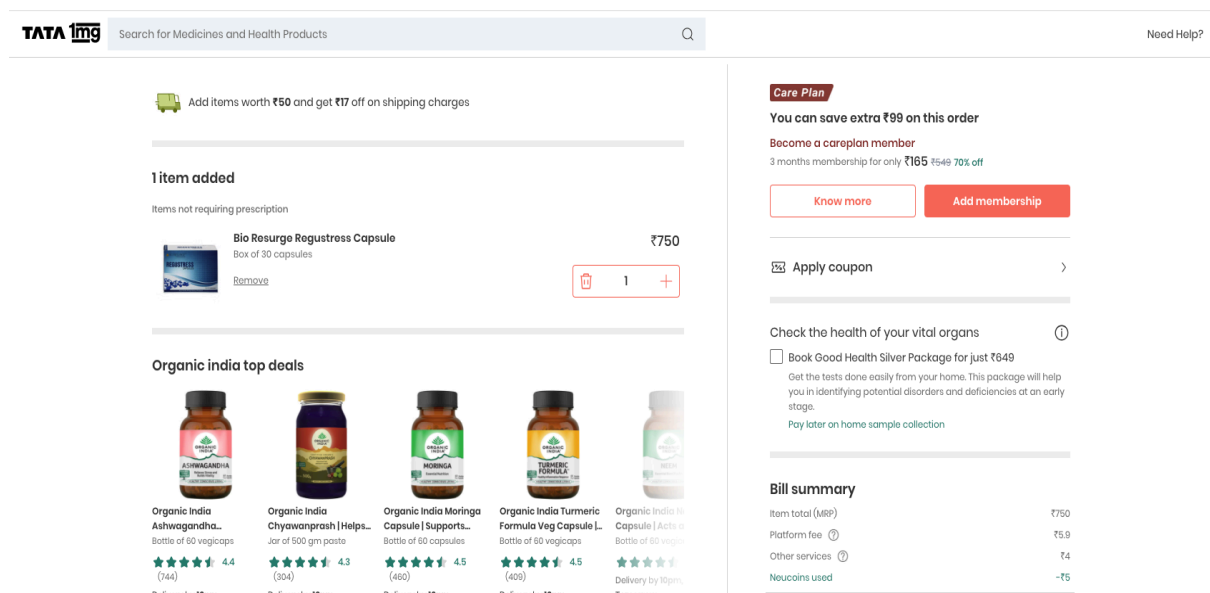


Fig. 129. Screenshot shows the checkout page of the cart.

II.VIII.III. Tata 1mg Lab Tests

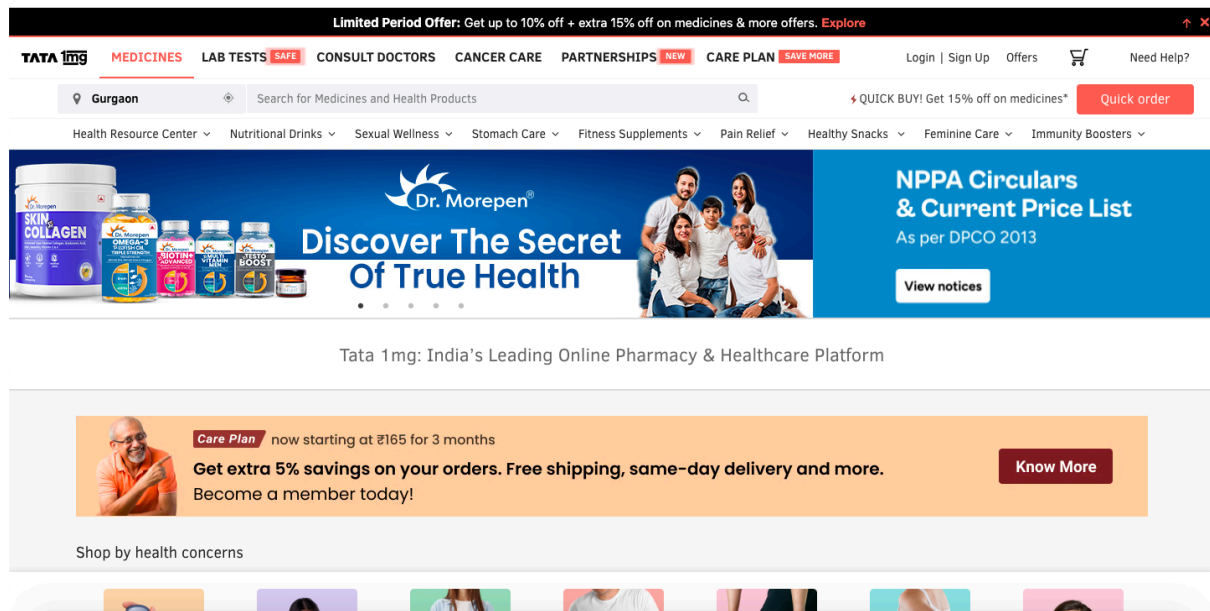


Fig. 130. Tata 1mg Home Page

On entering the url address, we land on the home page.

LAB TESTS

SAFE

Fig. 131. Tata 1mg Lab Test Icon

From the home page, we click on the 'Lab Test' button.

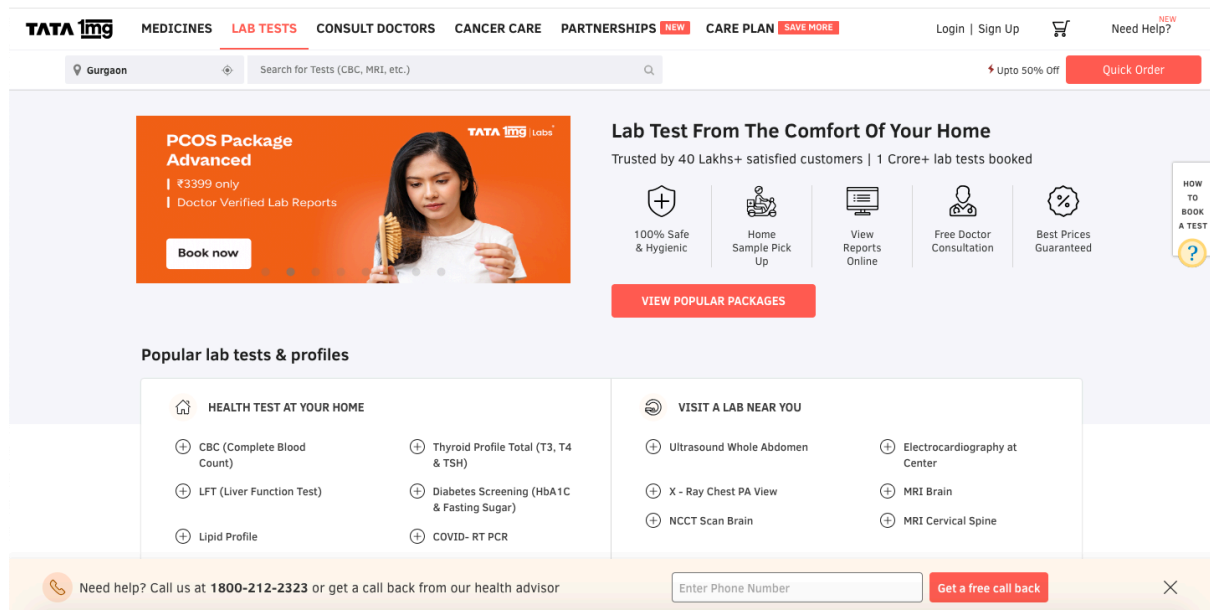


Fig. 132. Tata 1mg Lab Test Page.

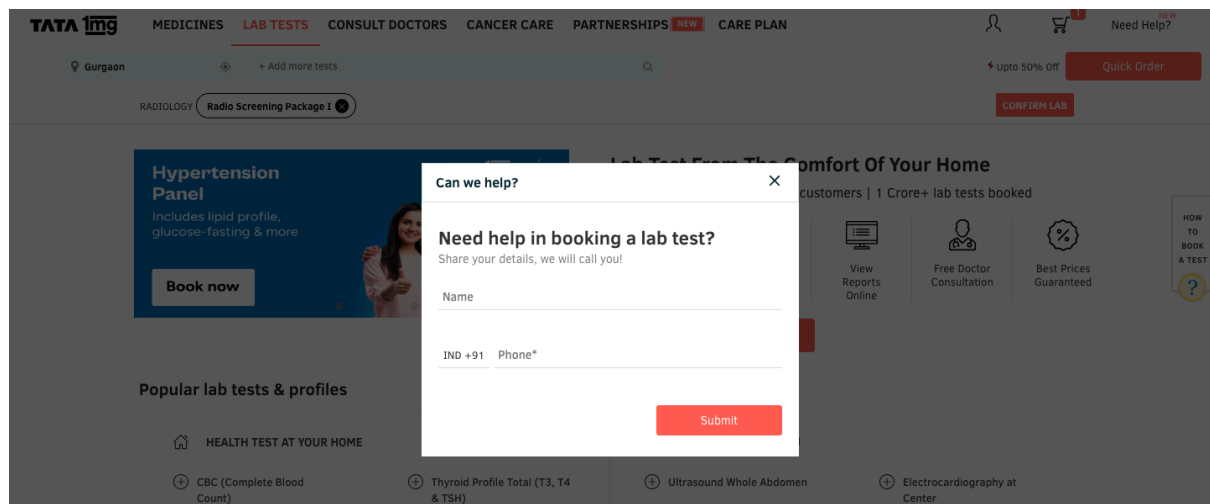


Fig. 133. Tata1mg. Lab Test Booking Form.

On reaching the lab test page, we are shown a test booking form. However, we cross this form out to login.

At this stage in the navigation, doubleclick, NR-Data, and Google Analytics receive information that the user has landed on the diagnostic/lab page of the website through the request URL.

Findings: Doubleclick, NR-Data and Google Analytics receive information of the user landing on the diagnostics page.

```
https://ad.doubleclick.net/activity;register_conversion=1;src=14719398;type=invmedia;cat=tata1002;ord=2282164556618;npa=0;auidcd=1609844828.1738147438;ps=1;pcor=1413531891;uaa=x86;uab=64;uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138;uamb=0;uam=;uap=macOS;uapv=10.15.7;uaw=0;pscdl=
```

noapi;frm=0;gtm=45fe52d0v9191331500z871317746za201zb879238698;gcd=131313131111;dma=0;tag_exp=101732279~101732281~102067808~102482433~102539968~102558064~102587591~102605417~102640600;epver=2;em=tv.1;~oref=<https%3A%2F%2Fwww.lmg.com%2Fflabs?>

<https://bam.nr-data.net/1/306d13bbb7?a=49367721&sa=1&v=1016.8b58850&t=Unnamed%20Transaction&rst=7089&ref=https://www.lmg.com/labs&be=3631&fe=3312&af=err,xhr,stn,ins,spa&perf=%7B%22timing%22:%7B%22of%22:1739940249645,%22n%22:0,%22f%22:4,%22dn%22:4,%22dne%22:4,%22c%22:15,%22s%22:168,%22ce%22:220,%22rq%22:221,%22rp%22:382,%22rpe%22:525,%22dl%22:390,%22di%22:3097,%22ds%22:3100,%22de%22:3114,%22dc%22:6938,%22l%22:6947%7D,%22navigation%22:%7B%7D%7D&jsonp=NREUM.setToken>

https://securepubads.g.doubleclick.net/gampad/ads?pvaid=4377066287737448&correlator=3178453529034806&eid=31086815%2C83321073&output=ldjh&gdfp_req=1&vrg=202502130101&ptt=17&impl=fifs&iu_parts=67416580%2CLabs_dweb1_carousel_top_6_1500x657&enc_prev_ius=0%2F1&prev_iu_szs=1500x657&ifl=3&dids=adSlot-1&adfs=3932970551&sfv=1-0-41&sc=1&cookie=ID%3D2822c470f7d0a7ce%3AT%3D1738147437%3ART%3D1739940254%3AS%3DALNI_MbefsHBiIc_mbAoXdq2hg_t4zpcjQ&gpic=UID%3D0000101445690b59%3AT%3D1738147437%3ART%3D1739940254%3AS%3DALNI_MbrAND0JMI8JVmiO_Dyib5MbWv_zA&abxe=1&dt=1739940257363&lmt=1739940257&adxs=671&adys=128&biw=1440&bih=725&scr_x=0&scr_y=0&btvi=0&ucis=2&oid=2&u_his=1&u_h=900&u_w=1440&u_ah=814&u_aw=1440&u_cd=24&u_sd=1&u_tz=330&dmc=8&bc=31&nvt=1&uach=WYJtYWNPUyIsIjEwLjE1LjciLCJ4ODYiLCIiLCIzMjguMC42NjEzLjEzOCIsbnVsbCwWLG51bGwsIjY0IixbWyJDaHJvbWllbSIsIjEjEjY0C4wLjY2MTMuMTM4IiI0sWyJOb3Q7QTlCcmFuZCIsIjE0LjAuMC4wIiI0sWyJHb29nbGUgQ2hyb21lIiwIMTI4LjAuNjYxMy4xMzgiXV0sMF0.&url=https%3A%2F%2Fwww.lmg.com%2Fflabs&ref=https%3A%2F%2Fwww.lmg.com%2F&vis=1&psz=519x0&msz=519x0&fws=4&ohw=519&psts=AOYgSmrhuAUPEBvb3HrREvV6qynTL8OXNnDYaX3rJFqi41zwc49VqVKDE96BHFbV4tOfweiK6-jNUoiUJspaRdvu5KAQ&topics=3&tps=3&https=10&nt=1&psd=WzE1LFtdLG51bGwsMl0.&dl=1739940250035&idt=3281&adks=3513461143&frm=20&eo_id_str=ID%3D964711445cc97db9%3AT%3D1738147437%3ART%3D1739940254%3AS%3DAA-AfjblhLFPALeYWN16dIDTskqQ&td=1&egid=31017&tan=5edc535a-e082-4ba7-bc70-7c0d40279b47&tdf=2

https://www.google-analytics.com/g/collect?v=2&tid=G-1HF6RR2VT7>m=45je52d0v879238698z871317746za200zb71317746&_p=1739940252554&gcd=131313131111&npa=0&dma=0&tag_exp=102067808~102482432~102539968~102558064~102587591~102605417~102640600&cid=301444527.1738147439&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CN%20ot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&frm=0&pscdl=noapi&_s=1&sid=1739939845&sct=3&seg=1&dl=https%3A%2F%2Fwww.lmg.com%2Fflabs&dr=https%3A%2F%2Fwww.lmg.com%2F&dt=Find%20the%20Right%20Diagnostic%20Lab%20%26%20Book%20lab%20Test%20online%20%7C%20lmg&en=page_view&tfd=9357

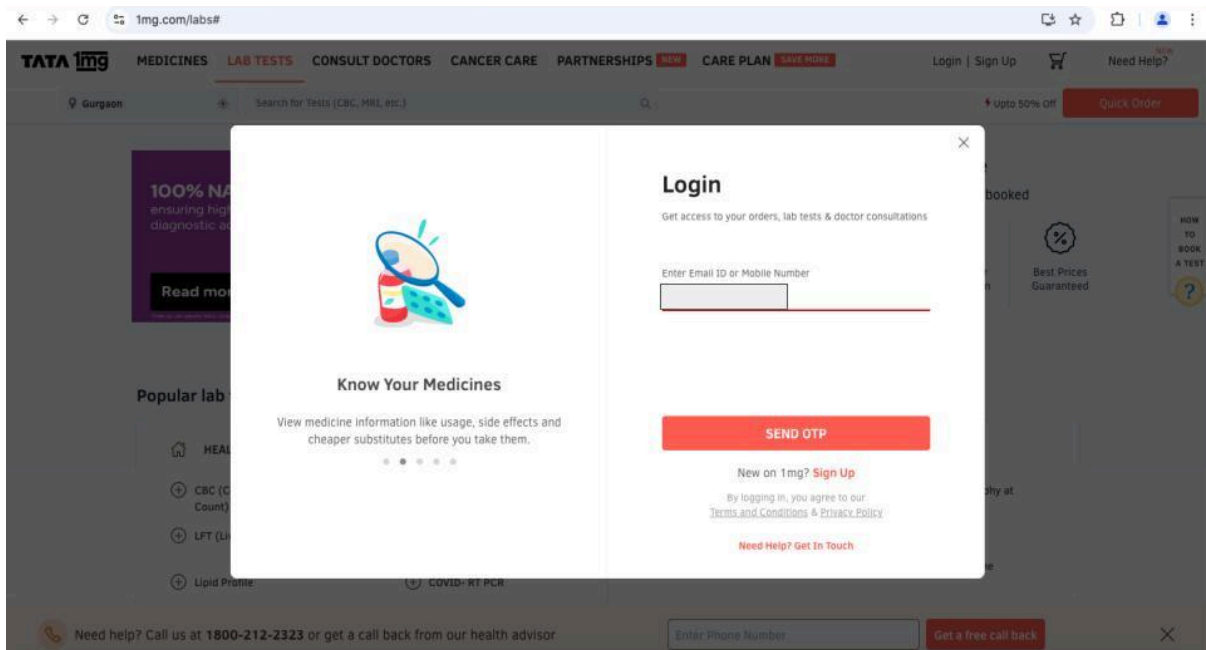


Fig. 134. Tata 1mg Booking Form

At this stage, we login using the phone number.

At the time of logging in, google analytics received information about the user being on the diagnostics page.

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=30412164&t=pageview&_s=1
&dl=https%3A%2F%2Fwww.1mg.com%2Flabs&ul=en-gb&de=UTF-8&dt=Find%20the%20Right%20Di
agnostic%20Lab%20%26%20Book%20lab%20Test%20online%20%7C%201mg&sd=24-bit&sr=1440x9
00&vp=1440x725&j=0&_u=SCCACEABBAACAAI~&jid=244260013&gid=917307993&cid=301444
527.1738147439&tid=UA-63340984-4&_gid=425370529.1739939848&_r=1&gtm=45He52d0n71T4
FBWLv71317746za200&gcd=131313131111&dma=0&tag_exp=102067808~102482432~102539968~1
02558064~102587591~102605417~102640600~102658453&cd1=37af16f8-64fe-4d4e-a0ab-9eac
71e7b14c_JLhek816Nt_0647_1738147432659&cd2=0&cd3=GO%20TO%20CART&cd4=Featured%20Pa
ckages&cd5=Popular%20Health%20Checkup%20Categories&cd6=Popular%20Tests&cd7=slider
View&cd8=Popular%20Tests&cd9=Popular%20Tests&cd10=gurgaon&cd12=nonClickableTestIn
foView&cd13=0&cd14=1&z=1065495884
```

Here, Tata Digital gets information about the user's navigation from the lab page to the login form.

Findings: TataDigital receives information about the user journey from login page to lab page.

```
https://api.tatadigital.com/analytics-engine/events/v1
```

```
ePayload":
"eyJpc1JlZGlyZWNOZWRGcm9tVENQIjpmYWxzZSwidXJsIjoiaHR0cHM6Ly93d3cuMWlnImNvbS9sYWJzIyIsImV
2ZW50RGF0YSI6W3sidGltZXN0YW1wIjoxNzM5OTQwNzM1MTQwLCJkYXRhIjoie1wiZXZlbnRcIjpcInBhZ2VMb2F
kXCIsXCJwYXlsb2FkXCI6elwidXJsXCI6XCJodHRwczovL3d3dy4xbWcuY29tL2xhYnMjXCIsXCJkYXRhU291cmN
lXCI6XCJwb3BzdGF0ZVw1LFwiaXNucnVzdGVkXCI6dHJlZX19In1dLCJjdXN0b21lcKhhc2giOiIiLCJlY2lkIjo
iVW5rbm93biIsImNsaWVudElkIjoiT05FTUctV0VCLUFQUCIsInNlc3Npb25JZCI6IjVlZDMlOTgxLTJjMTktNGM
4ZS04NTEyLTAwZTQ2YmVlNWY0Mi43ZDg1NTYyYS0wNjNhLTQ0MWYtOTBlZS1iMDJlZmZmZmZTIiLCJicmFuZCI
6Ik9ORU1HIiwidGltZXN0YW1wIjoxNzM5OTQwNzM1MTQwLCJkYXRhU29tL2xhYnMjXCIsXCJkYXRhU291cmN
oOyBjbnRlbCBNYWMyTlMgWCAxMF8xNV83KSBBcHBsZVdlYktpdC81MzcuMzYgKEtIVE1MLCBsaWt1IEdlY2tvKSB
DaHJvbWUvMTI4LjAuMC4wIFNhZmFyaS81MzcuMzYiLCJqYXJ2aXNjZCI6IjRlMGU5ZWFlLTJjOWEtenDEwNy1iNDd
iLTc4ZGZlYWJlZDFlZSIsImFkdGVydGlzaW5nSWQ0Om51bGwsImFwcFZlcnNpb24iOiIwIn0="
}

{"isRedirectedFromTCP":false,"url":"https://www.1mg.com/labs#","eventData":[{"timestamp":
1739940735140,"data":{"event":"pageLoad","payload":{"url":"https://www.1mg.co
m/labs#","dataSource":"popstate","isTrusted":true}}}], "customerHash":"","ecid":
Unknown","clientId":"ONEMG-WEB-APP","sessionId":"5ed35981-2c19-4c8e-8512-00e46bee5f42.7d
85562a-063a-441f-90ee-b02efd322fe2","brand":"ONEMG","timestamp":1739940735142,"device":
Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko)
Chrome/128.0.0.0
Safari/537.36","jarvisId":"4e0e9eae-2c9a-4107-b47b-78dfeabedlee","advertisingId":null,"a
ppVersion":"0"}
Base64 decoded.
```

The screenshot displays the Tata 1mg Lab Test Booking interface. At the top, there's a search bar for tests (CBC, MRI, etc.) and a location dropdown set to Gurgaon. A prominent banner for the 'PCOS Package Advanced' is shown, priced at ₹3399 only, with a 'Book now' button. Below this, a section titled 'Lab Test From The Comfort Of Your Home' highlights benefits: 100% Safe & Hygienic, Home Sample Pick Up, View Reports Online, Free Doctor Consultation, and Best Prices Guaranteed. A 'VIEW POPULAR PACKAGES' button is located here. The 'Popular lab tests & profiles' section is divided into two columns. The left column, 'HEALTH TEST AT YOUR HOME', lists CBC (Complete Blood Count), LFT (Liver Function Test), Lipid Profile, Thyroid Profile Total (T3, T4 & TSH), Diabetes Screening (HbA1C & Fasting Sugar), and COVID-RT PCR. The right column, 'VISIT A LAB NEAR YOU', lists Ultrasound Whole Abdomen, X-Ray Chest PA View, NCCT Scan Brain, Electrocardiography at Center, MRI Brain, and MRI Cervical Spine. A 'FIND YOUR TESTS' button is positioned below these lists. The footer includes a help line (1800-212-2323) and a 'Get a free call back' button.

Fig. 135. Tata 1mg Lab Test Booking Form

After authentication we return to the lab page.

We scroll down and select the Radio Screening Package 1 by Adding it to the Cart.

Popular health checkups

[Popular Packages](#) [Fever](#) [Women Health](#) [Fitness](#) [Senior Citizen](#) [Full Body Check Up](#) [1st Trimester - Packages](#) [Pregnancy](#) [Premium Tax Saver](#) [VIEW ALL](#)

Radio Screening Package I

Includes 2 Tests

Electrocardiography at Center

X - Ray Chest PA View

+ More

Get report within 24 hours

₹480 ~~₹800~~

40% Off

ADD TO CART

Fever Package

Includes 45 Tests

ESR (Erythrocyte Sedimentation Rate)

CBC (Complete Blood Count) (Z1)

Malarial Parasite Identification by Sm...

+ More

Get report within 12 hours

₹500 ~~₹555~~

9% Off

ADD TO CART

Diabetes Care Package

Includes 62 Tests

HbA1c (Glycosylated Hemoglobin)

CBC (Complete Blood Count) (Z1)

Serum Creatinine

+ More

Get report within 12 hours

₹698 ~~₹869~~

19% Off

ADD TO CART

Fig. 136. Tata 1mg List of Diagnostics Packages.

Radio Screening Package I

Includes 2 Tests

Electrocardiography at Center

X - Ray Chest PA View

+ More

Get report within 24 hours

₹480 ~~₹800~~

40% Off

ADD TO CART

Fig. 137. Tata 1mgRadio Screening Package Add to Cart

Radio Screening Package 1 is added to cart.

On performing this action, the details of the package are shared with Google-Analytics.

Findings: Google-Analytics receives information about the user's selection of 'Radio Screening Package 1', which is a radiology screening package.

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=1350468984&t=event&ni=0&_s=1&dl=https%3A%2F%2Fwww.1mg.com%2Fflabs&ul=en-gb&de=UTF-8&dt=Find%20the%20Right%20Diagnostic%20Lab%20%26%20Book%20lab%20Test%20online%20%7C%201mg&sd=24-bit&sr=1440x900&vp=1440x725&je=0&ec=Diagnostics%20Home%20Page&ea=Add%20to%20cart%20widget&el=%7B%22packageId%22%3A%2268338824%22%2C%22price%22%3A%7B%22discountPercent%22%3A40%2C%22mrp%22%3A800%2C%22offeredPrice%22%3A480%2C%22priceDifference%22%3A0%2C%22finalOfferedPrice%22%3A480%2C%22extraDiscount%22%3Anull%2C%22extraDiscountString%22%3Anull%2C%22extraCouponCodeDescription%22%3Anull%2C%22extra_coupon_code_short_description%22%3Anull%2C%22finalPriceDifference%22%3A320%2C%22discountAmount%22%3A320%2C%22extraDiscountAmount%22%3A0%7D%2C%22packageName%22%3A%22Radio%20Screening%20Package%20I%22%2C%22position%22%3A%224%2C0%22%7D&_u=SCCACEABBAAAA~&jid=1516673997&gjid=1772491351&cid=301444527.1738147439&tid=UA-63340984-4&_gid=425370529.1739939848&_r=1&gtm=45He52d0n71T4FBWLv71317746za200&gcd=131313131111&dma=0&tag_exp=102067808~102482432~102539968~102558064~102587591~102605417~102640600~102658453&z=519579132
```

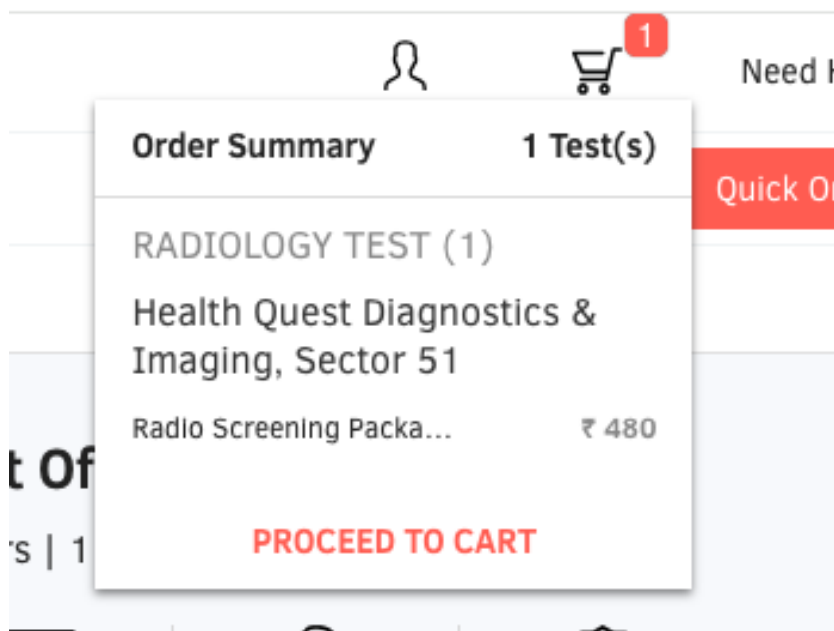


Fig. 138. Tata 1mg Shopping cart icon

After adding the radiology test to the cart, we click on 'proceed to cart'.

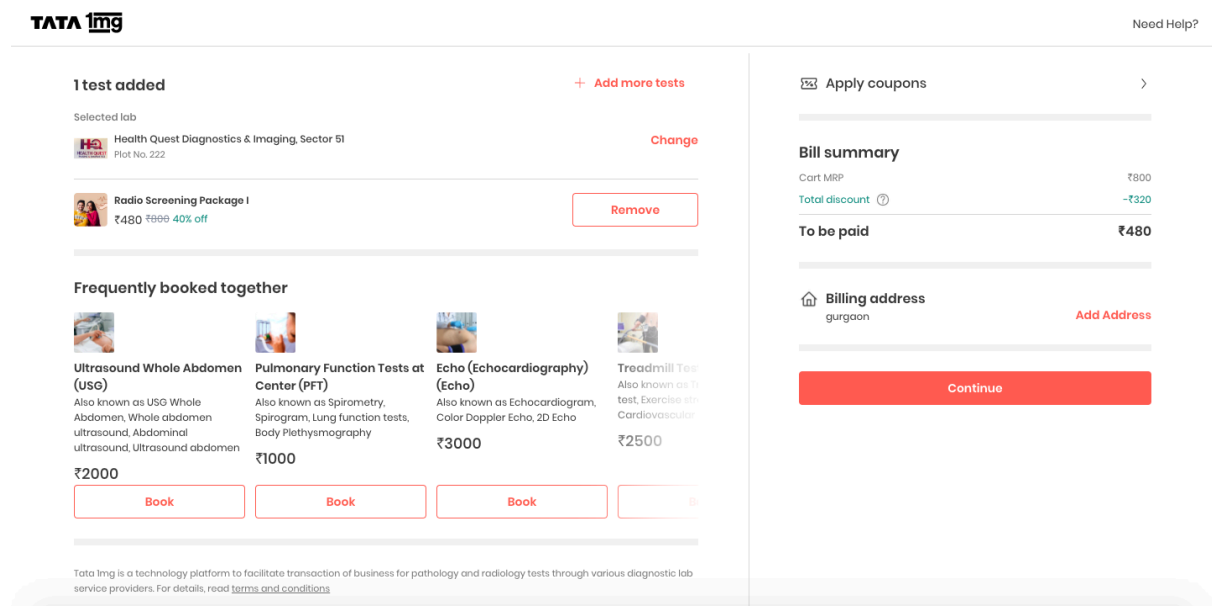


Fig. 139. Tata 1mg Checkout Page

On reaching the cart, google analytics gets information about the user landing on the cart.

```
https://www.google-analytics.com/j/collect?v=1&_v=j101&a=1350468984&t=event&ni=0&_s=1&dl=https%3A%2F%2Fwww.1mg.com%2F1abs&ul=en-gb&de=UTF-8&dt=Find%20the%20Right%20Diagnostic%20Lab%20%26%20Book%20lab%20Test%20online%20%7C%201mg&sd=24-bit&sr=1440x900&vp=1440x725&je=0&ec=Diagnostics%20Cart&ea=Proceed%20to%20Cart&el=&_u=SCCAC EABBAACAAI~&jid=44113440&gjid=888386428&cid=301444527.1738147439&tid=UA-63340984-4&_gid=425370529.1739939848&_r=1&gtm=45He52d0n71T4FBWLv71317746za200&gcd=13131313111&dma=0&tag_exp=102067808~102482432~102539968~102558064~102587591~102605417~102640600~102658453&z=1712922161
```

Gumlet receives information regarding other tests that are frequently paired with Radio Screening Package 1 including:

- Pulmonary Function Test
- Echocardiography
- Treadmill Test.

Finding: Gumlet receives information about frequently paired diagnostic tests with the Radio Screening package 1, which has been selected by the user.

```
https://onemg.gumlet.io/diagnostics/2024-09/1727429662_Pulmonary%20Function%20Tests%20%E2%80%A8at%20Center.png
```

```
https://onemg.gumlet.io/diagnostics/2024-09/1727432593_Echo%20%E2%80%A8(Echocardiography).png
```

https://onemg.gumlet.io/diagnostics/2024-09/1727433015_Treadmill%E2%80%A8Test.png

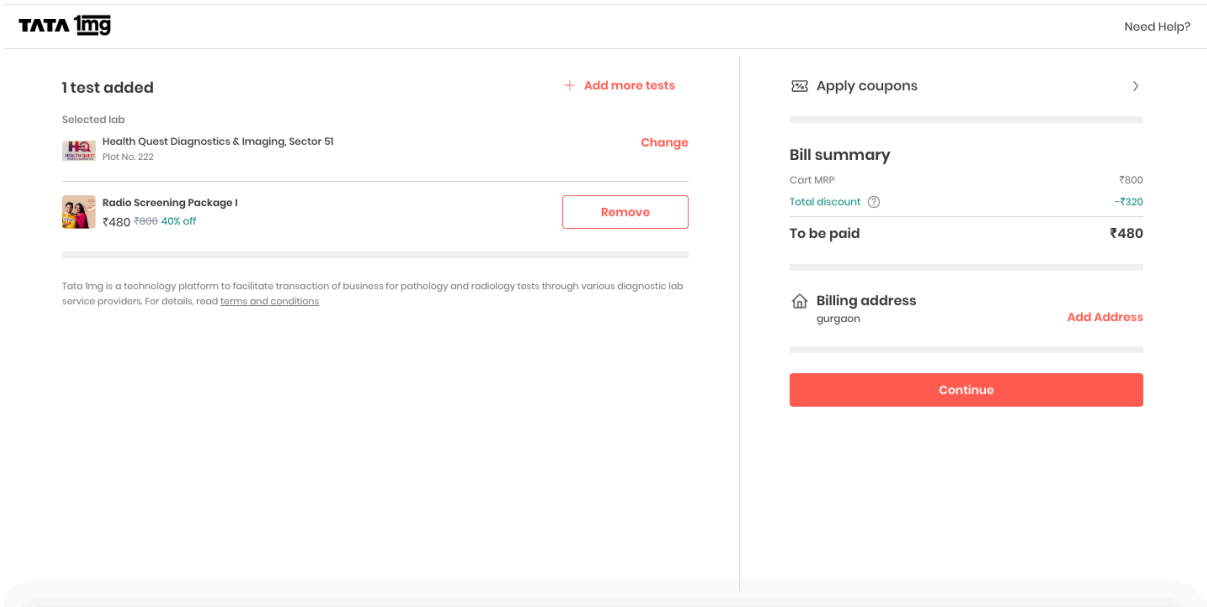


Fig. 140. Tata 1mgCheckout Page for Diagnostics

The navigation ends here.

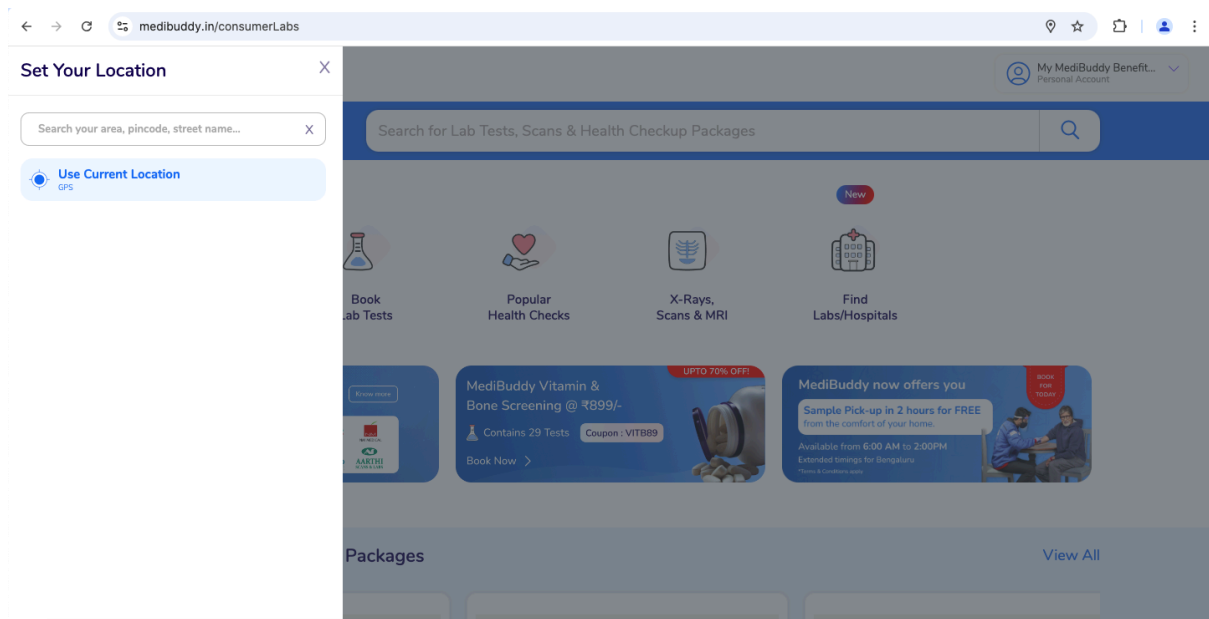
II.IX MediBuddy Web Platforms Analysis

Website

MediBuddy.in

II.IX.I Permissions, Data Collection Consent Banner, Comments on Timing of Notice and Affirmative Action, Trackers Found

Permissions



Close

Login

Enter Phone Number

OTP will be shared for Verification

Login

I have a Corporate Account

By signing in you agree to our
[Terms and Conditions](#) and [Privacy Policy](#)

Fig. 141. MediBuddy User Login Form

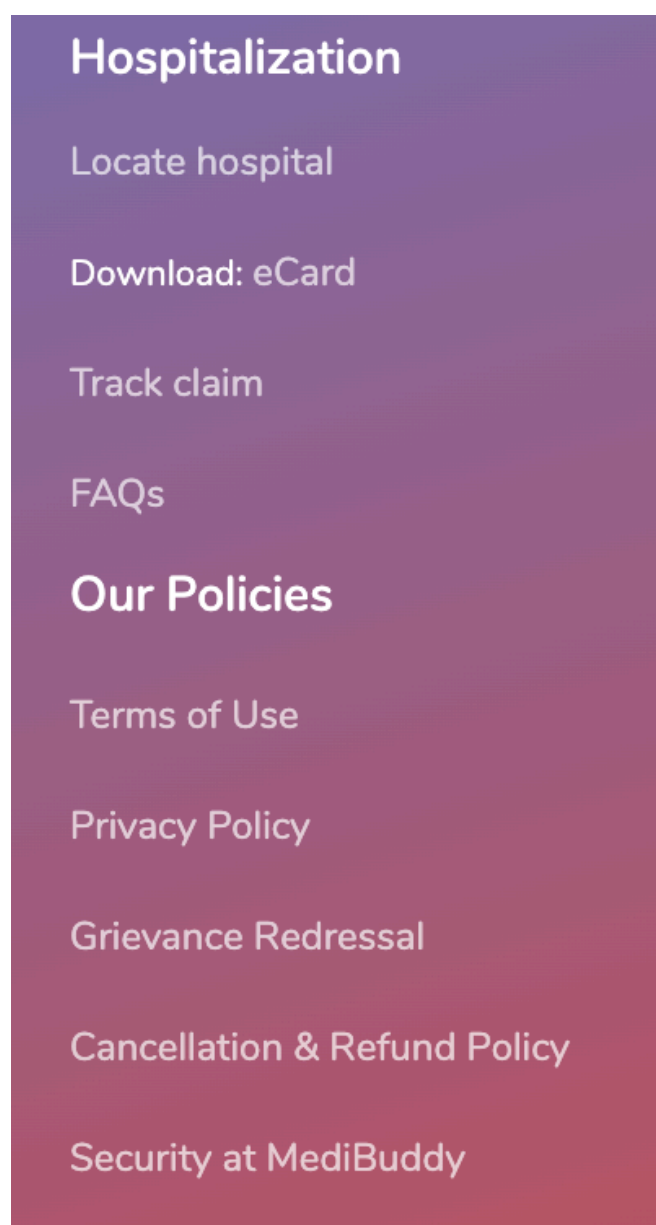


Fig. Privacy Policy in footer

Timing of Notice and Affirmative Action

1. Terms and conditions and privacy policy are shown to the user at the time of registration and logging in.
2. User login/registration form says signing in implies agreeing to 'terms and conditions' and 'privacy policy'. No separate affirmative action is sought from the user.

Data collection consent banner

No consent banner was shown throughout the navigation to inform users about third party data sharing.

Name of Third Parties

#	Name of Third Party
---	---------------------

1.	Google
2.	Googleadservice
3.	Gstatic
4.	GoogleTagManager
5.	GoogleAPIs
6.	Wzrkt
7.	hansel
8.	netcoresmartech
9.	facebook
10.	billdesk
11.	Docsapp
12.	nr-data
13.	akamaihd
14.	doubleclick
15.	billdesk
16.	jsdelivr
17.	Clevertap
18.	hotjar

Table. Third Parties Receiving Information from MediBuddy

II.IX.II.Doctor's Consultation Booking

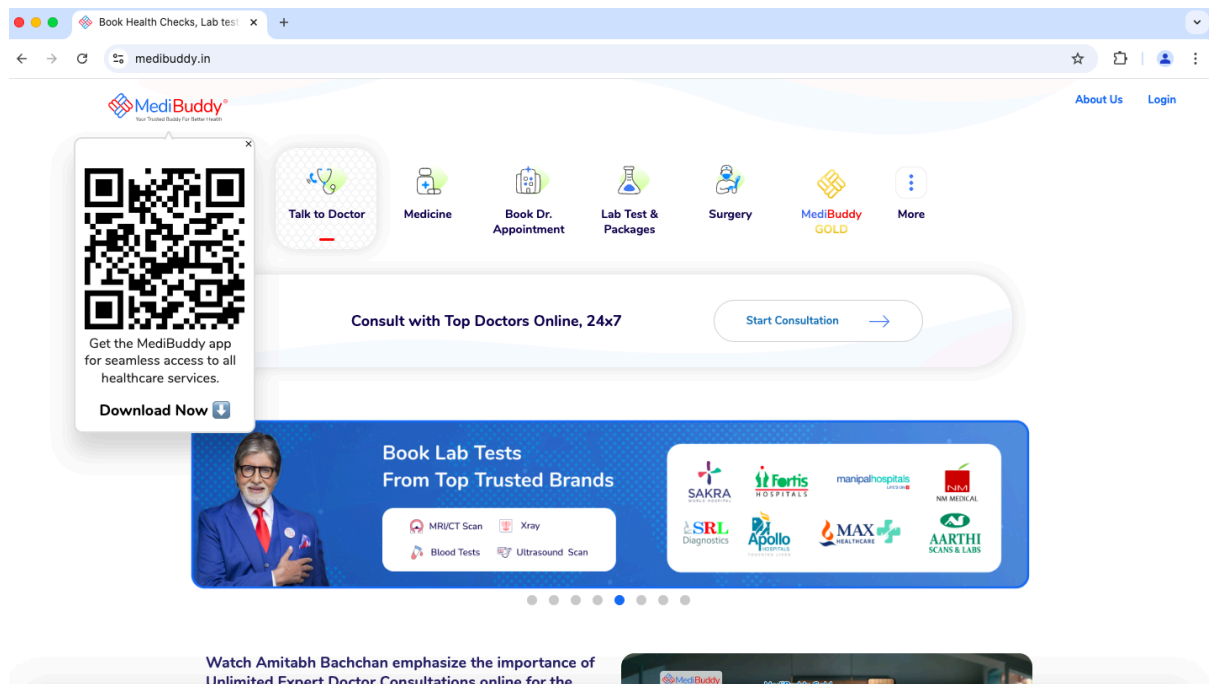


Fig. 142. MediBuddy Landing Page.

We land on the home/landing page after entering the website URL.

On landing on the page, Google maps gets the exact location of the user.

```
https://maps.googleapis.com/maps/api/js?v=3.36&key=AIzaSyC5nOgLinPw4DMB57ZSgKFvq-viHuvkRYE&libraries=geometry&language=en&v=1737549396
```

Google Analytics is information about the features of the application including medicines and diagnostics and consultations.

```
https://analytics.google.com/g/collect?v=2&tid=G-9ZX5K6Y9GT&gtm=45je5230v892976942z8832270820za200zb832270820&p=1738653342894&_gaz=1&gcd=131313131111&npa=0&dma=0&tag_exp=102067808~102081485~102123608~102482433~102539968~102556566~102558064&cid=913498165.1738653344&ul=en-gb&sr=1440x900&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_eu=EA&s=1&sid=1738653355&sct=1&seg=0&dl=https%3A%2F%2Fwww.MediBuddy.in%2F&dt=Book%20Health%20Checks%2C%20Lab%20tests%2C%20Online%20Medicine%20%26%20Doctor%20Consultation%20%7C%20MediBuddy&en=page_view&_fv=1&_ss=2&tfd=14631
```

Findings: Google maps gets the location of the user, and Google Analytics receives information that the web application offers health checks, online medicine and doctor consultation.

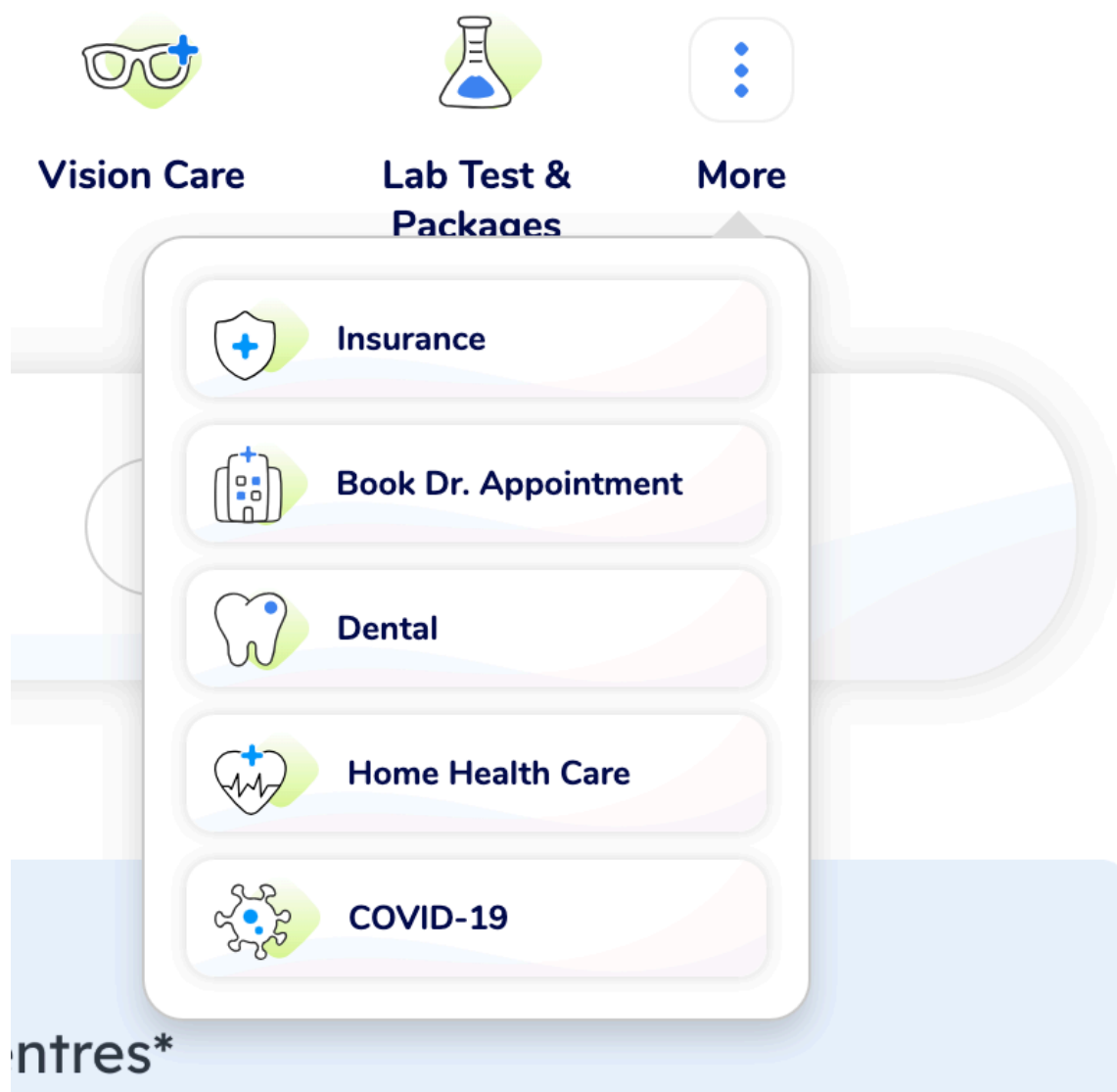


Fig. 143. MediBuddy Expanded Menu

On this menu on the home page, we click on 'Book Doctor appointment'.

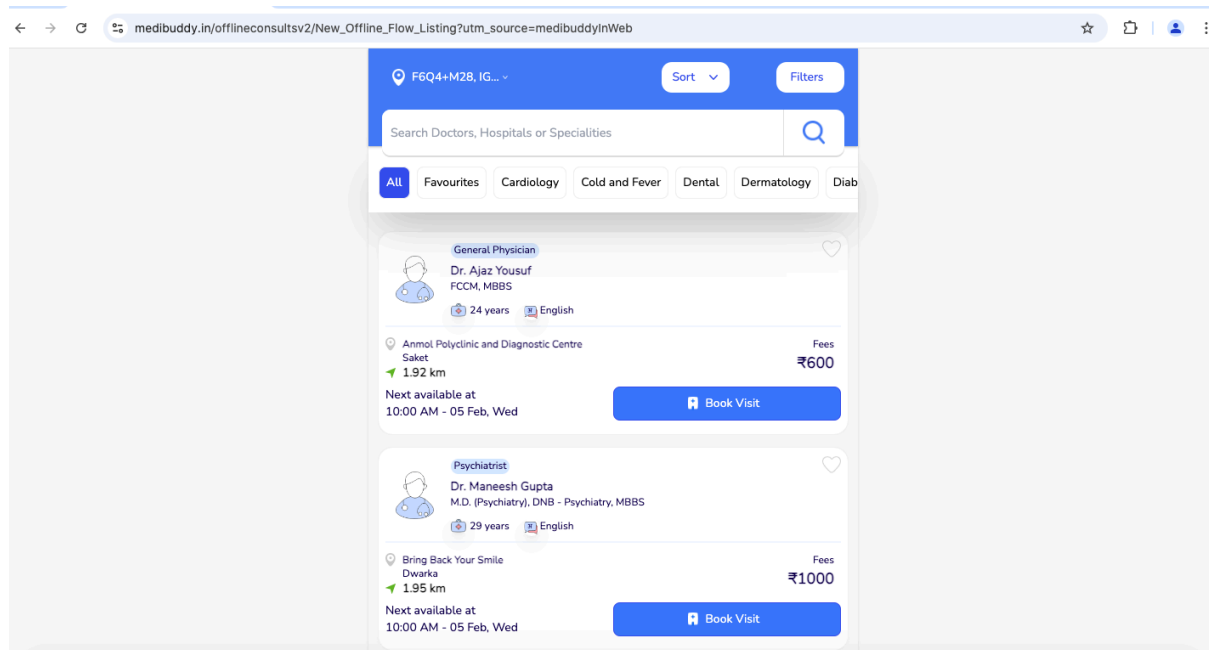


Fig. 144. MediBuddy List of Doctors

Screenshot: User seeing the list of doctors.

The user landing on the offline doctor consultation booking page is shared with google analytics.

```
https://analytics.google.com/g/collect?v=2&tid=G-4W70GZNBGJ&gtm=45je5230v893568447za200&_p=1738654161524&gcd=131313131111&n timer=0&dma=0&tag_exp=102067808~102081485~102123608~102482432~102539968~102556565~102558064&cid=913498165.1738653344&ul=en-gb&sr=1440x900&uua=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_eu=AEA&_s=2&dp=%2Fofflineconsultsv2%2FNew_Offline_Flow_Listing&sid=1738654028&sct=1&seg=1&dl=https%3A%2F%2Fwww.MediBuddy.in%2Fofflineconsultsv2%2FNew_Offline_Flow_Listing%3Futm_source%3DMediBuddyInWeb&dr=https%3A%2F%2Fwww.MediBuddy.in%2Fofflineconsultsv2%2Fspeciality%3Futm_source%3DMediBuddyInWeb&dt=&en=scroll&epn.percent_scrolled=90&_et=12&tfd=5368
```

Findings: Google Analytics and Google receive information pertaining to the user landing on an offline consultation page i.e. an in-person doctor consultation.

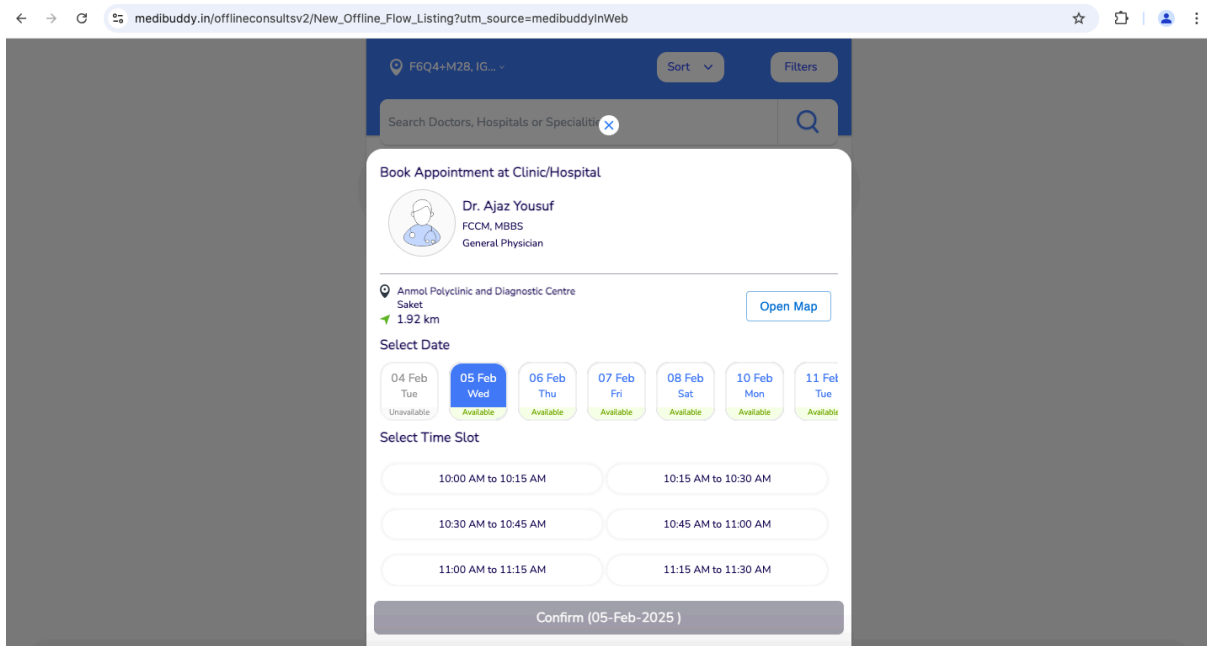


Fig. 145. MediBuddy Appointment Scheduling

We then choose our preferred slot out of the doctor's available timings.

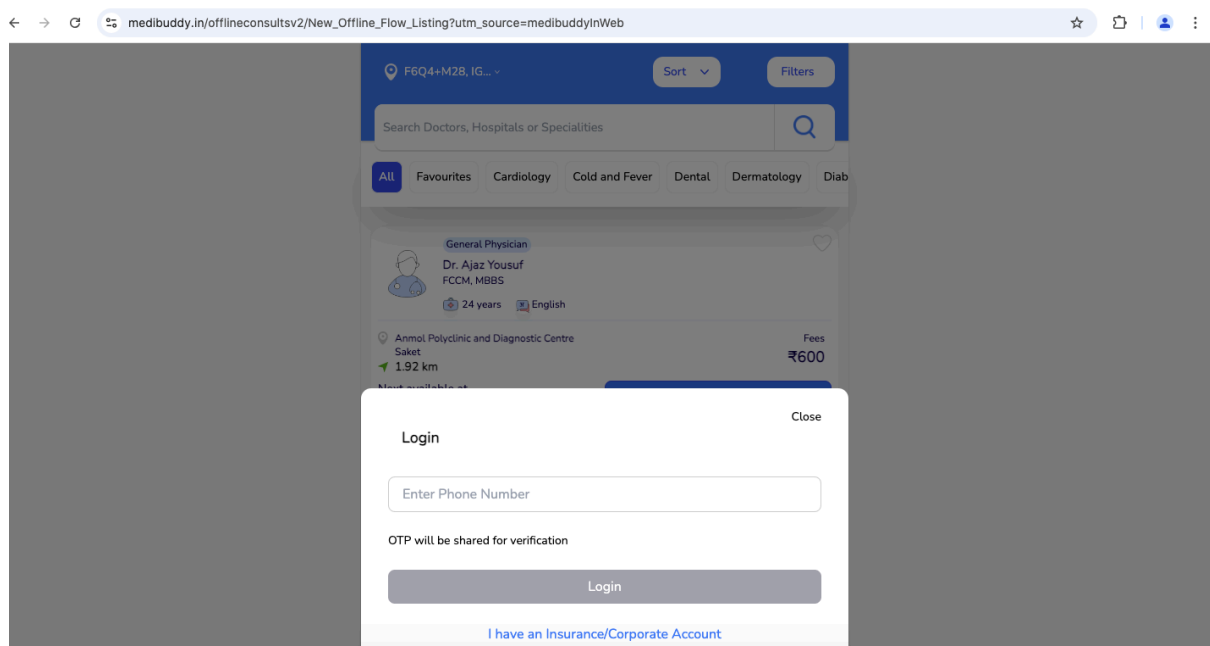


Fig. 146. MediBuddy Login Form

Screenshot: Login Form. We ended the navigation here as logging in would eventually result in booking confirmation. To see what data is shared,

Findings: No unexpected data shared here.

Alternate Flow - Doctor's Consultation Booking

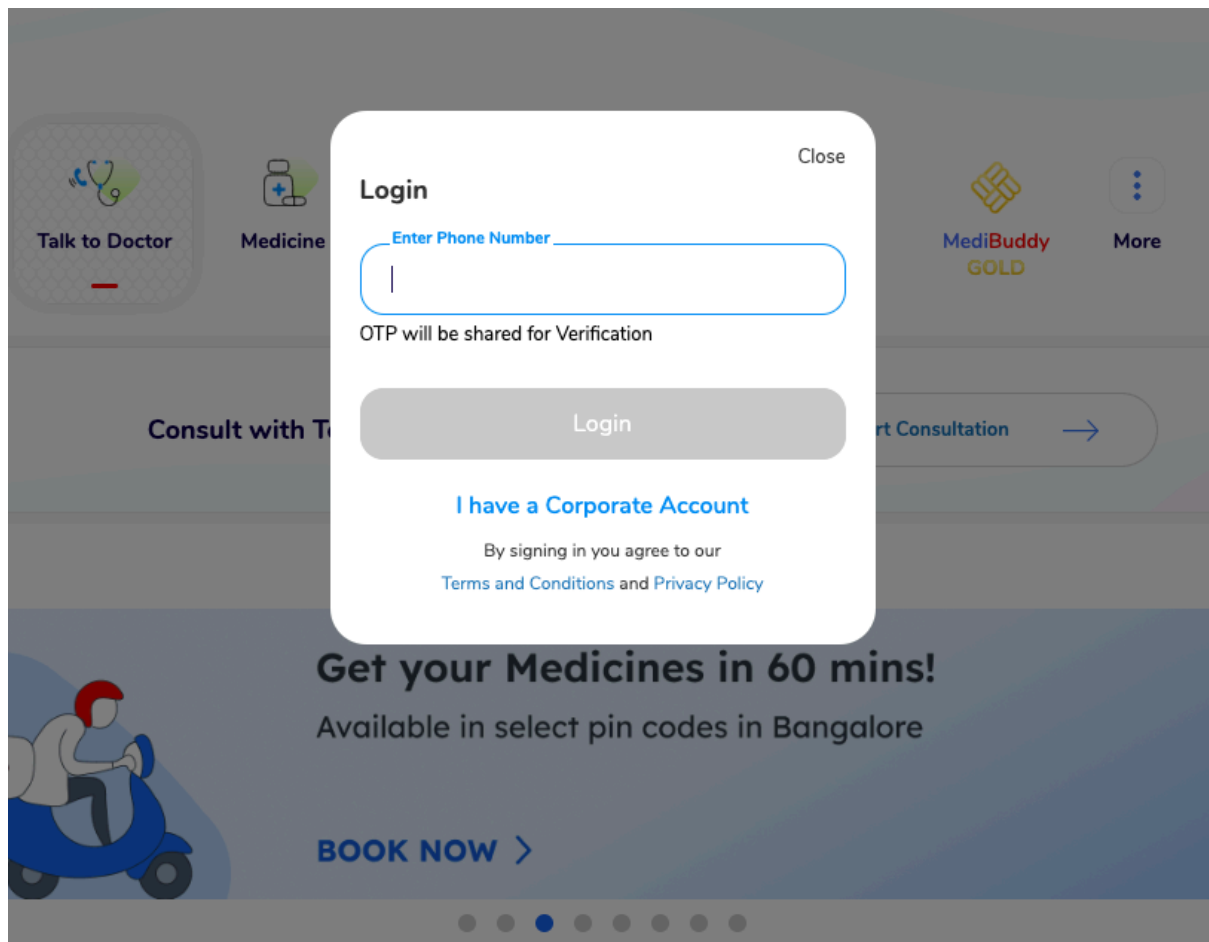


Fig. 147. MediBuddy User Login Form I.

We log into the MediBuddy app from the home page.

We then see the screen for OTP Verification for authentication after entering the mobile number.

At this stage of the navigation, Google analytics gets information regarding the user landing on a home page to book lab tests, doctor consultation and health check up.

```
https://analytics.google.com/g/collect?v=2&tid=G-9ZX5K6Y9GT&gtm=45je5230v892976942za200zb832270820&p=1738654806506&gcd=131313131111&npa=0&dma=0&tag_exp=101509157~102067808~102081485~102123608~102482433~102539968~102558064&cid=913498165.1738653344&ul=en-gb&sr=1440x900&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CN%20ot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_eu=EEE&_s=4&sid=1738654813&sct=3&seg=1&dl=https%3A%2F%2Fwww.MediBuddy.in%2F&dt=Book%20Health%20Checks%2C%20Lab%20tests%2C%20Online%20Medicine%20%26%20Doctor%20Consultation%20%7C%20MediBuddy&en=form_start&ep.form_id=&ep.form_name=loginform&ep.form_destination=https%3A%2F%2Fwww.MediBuddy.in%2F&epn.form_length=2&ep.first_field_id=phone&ep.first_field_name=mobile&ep.first_field_type=text&epn.first_field_position=1&_et=30338&tfd=62906
```

Findings: User's landing on MediBuddy site which offers health checks, lab tests, online medicine and doctor consultation is shared with Google Analytics.

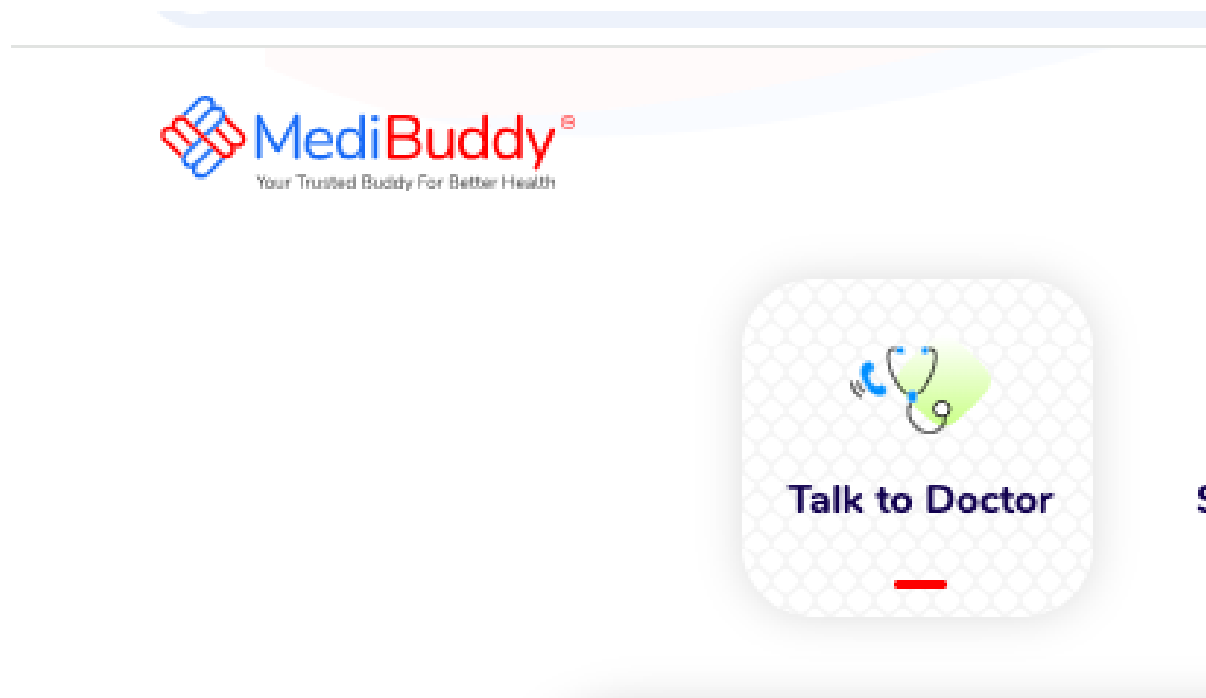


Fig. 148. MediBuddy 'Talk to Doctor' icon on the MediBuddy home page.

Here, we click on the 'talk to doctor' icon.

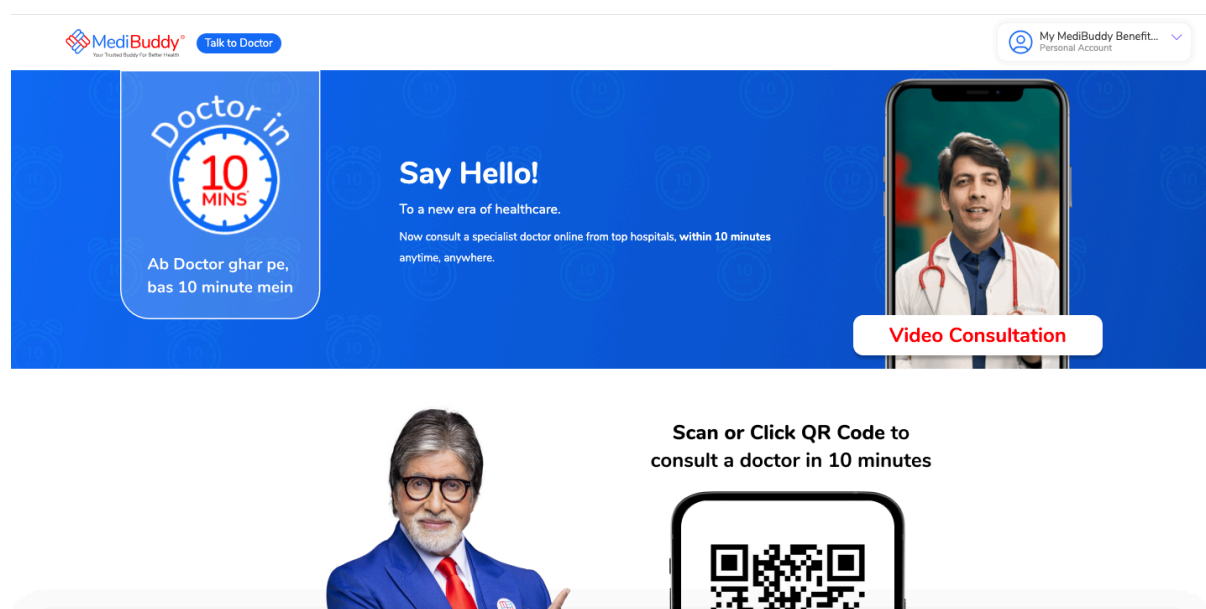


Fig. 149. QR page for Doctor's Consultation.

We see the QR code for downloading the mobile application in the analysis.

Google and Google Analytics get information regarding the user landing on the consultation campaign page.

```
https://www.google.com/pagead/1p-user-list/661052555/?random=1738655072949&cv=11&fst=1738652400000&bg=ffffff&guid=ON&async=1&gtm=45be5230v894745753za200&gcd=131313131111&dma=0&tag_exp=102067808~102081485~102123608~102482433~102539968~102558064&u_w=1440&u_h=900&url=https%3A%2F%2Fwww.MediBuddy.in%2FconsultationCampaign%2F%3Fredirect%3Dhome%26accessToken%3D70b47c92ce225c1c2fd54833ba646c218e0d3975b66ce88842dd11498c1cb415edf635144cea8e4a7d57edc5d8fe0a3f175cdfff8f79a0611ef5552246b5fff867e95a6a46178ae945575e9ed180cee74d83256c6f1daec623abd1dff7c9e7ba5f37f350269c13051f7b04e29601d812445cf5597c6de83f1954f65993404e3d1590414fdb71fa2f7629b714ec2587856d02ad4be14ed1d7c03249b1e86d3b62d7b80b35734d6acca4bd6373d1ee50626c4487b60e7082f1f2f41a6281dc60184fedb642d0775864893d40ff679e2e374c3704ae1db8393bca2918d&ref=https%3A%2F%2Fwww.MediBuddy.in%2F&hn=www.googleadservices.com&frm=0&tiba=Book%20Health%20Checks%2C%20Lab%20tests%2C%20Online%20Medicine%20%26%20Doctor%20Consultation%20%7C%20MediBuddy&npa=0&pscdl=noapi&auid=933943640.1738653346&fledge=1&data=event%3Dgtag.config&rfmt=3&fmt=3&is_vtc=1&cid=CAQSKQCjtLzMnMIhp5U4KghD9QrAds6weXgmW4gEYP2CFGgzjyYVucmXtnmI&random=157297673&rmt_tld=0&ipr=y
```

```
https://analytics.google.com/g/collect?v=2&tid=G-9ZX5K6Y9GT&gtm=45je5230v892976942z8832270820za200zb832270820&_p=1738655069482&gcd=131313131111&npa=0&dma=0&tag_exp=102067808~102081485~102123608~102482433~102539968~102556566~102558064&cid=913498165.1738653344&ul=en-gb&sr=1440x900&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&eu=EA&sid=1738654813&sct=3&seg=1&dl=https%3A%2F%2Fwww.MediBuddy.in%2FconsultationCampaign%2F%3Fredirect%3Dhome%26accessToken%3D70b47c92ce225c1c2fd54833ba646c218e0d3975b66ce88842dd11498c1cb415edf635144cea8e4a7d57edc5d8fe0a3f175cdfff8f79a0611ef5552246b5fff867e95a6a46178ae945575e9ed180cee74d83256c6f1daec623abd1dff7c9e7ba5f37f350269c13051f7b04e29601d812445cf5597c6de83f1954f65993404e3d1590414fdb71fa2f7629b714ec2587856d02ad4be14ed1d7c03249b1e86d3b62d7b80b35734d6acca4bd6373d1ee50626c4487b60e7082f1f2f41a6281dc60184fedb642d0775864893d40ff679e2e374c3704ae1db8393bca2918d3cd15bf7d8fb282d2c11ea475af01133f69baa5406f0a76a4f7f7e45adae6a306d57b68a0bf61642a97972ab05d0807c9a5b84d6ddb1b877f28b961afcc25a8269c6e91a3e4338eb1912e1fadd4085cb05a4e06fc91bfe33a8384f8a6aca8e80d94f7170f0912d6feda45b96425484abb72c4151ed32d554eb77c208ee7e7ddb3ec1a9ff98aa6152de0aede7efe121fa6b13b92d254bd1f07f58b314047d82f451470487a71c3ab60d8f709bf662078db821508a231f1e9604c4538a5b864150148fde6b726c588a104463ba9db4cc14ec15414719ccb88156117d3fe60759f48dc074546e0974f064852f10c86f7d84879480c68108d1bfbf7816824f67cfff17bc8f55dd3%26source%3DMediBuddy-web&dr=https%3A%2F%2Fwww.MediBuddy.in%2F&dt=Book%20Health%20Checks%2C%20Lab%20tests%2C%20Online%20Medicine%20%26%20Doctor%20Consultation%20%7C%20MediBuddy&_s=1&tfd=10786
```

Findings: google and google analytics consultation get information regarding the consultation campaign.

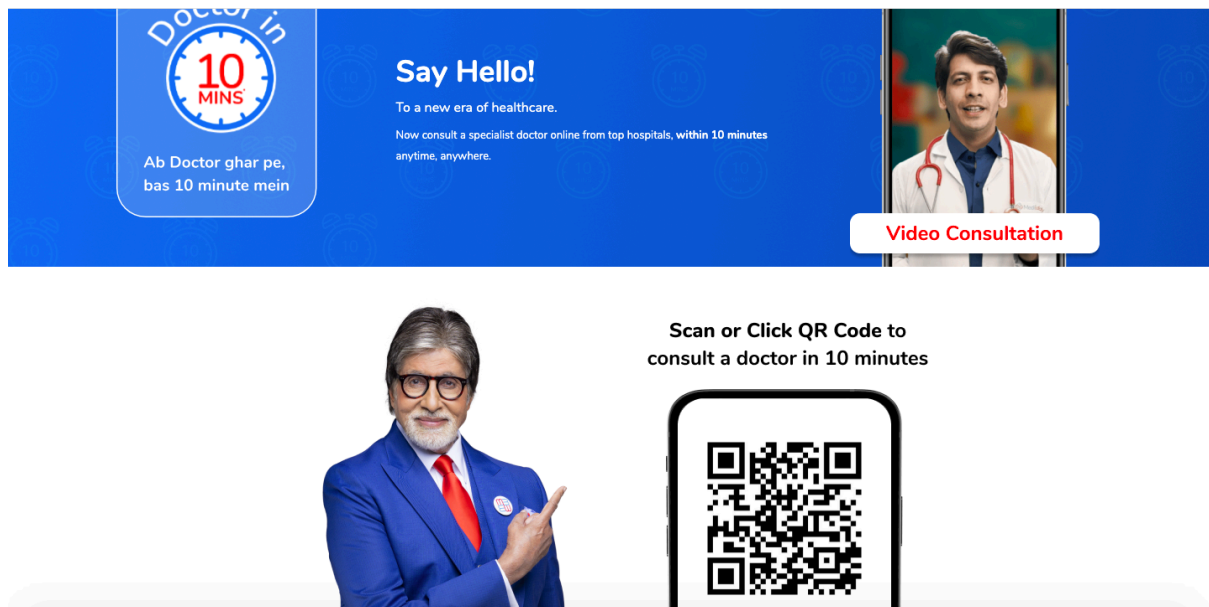


Fig. 150. MediBuddy 'Talk to Doctor Page'

Navigation was stopped here because another device would be required for scanning the QR code.

Findings: No data was shared here.

II.IX.III MediBuddy Lab Test Booking Page

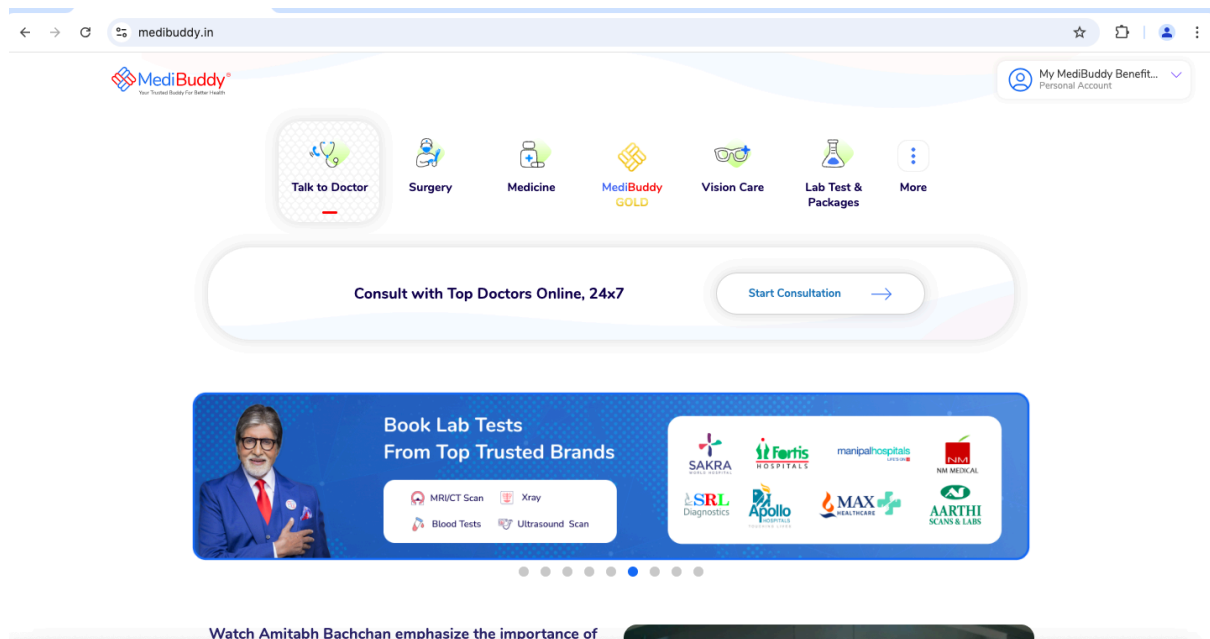


Fig 151. MediBuddy Home Page.

We landed on this page after entering the URL.

Findings: Already analysed above.

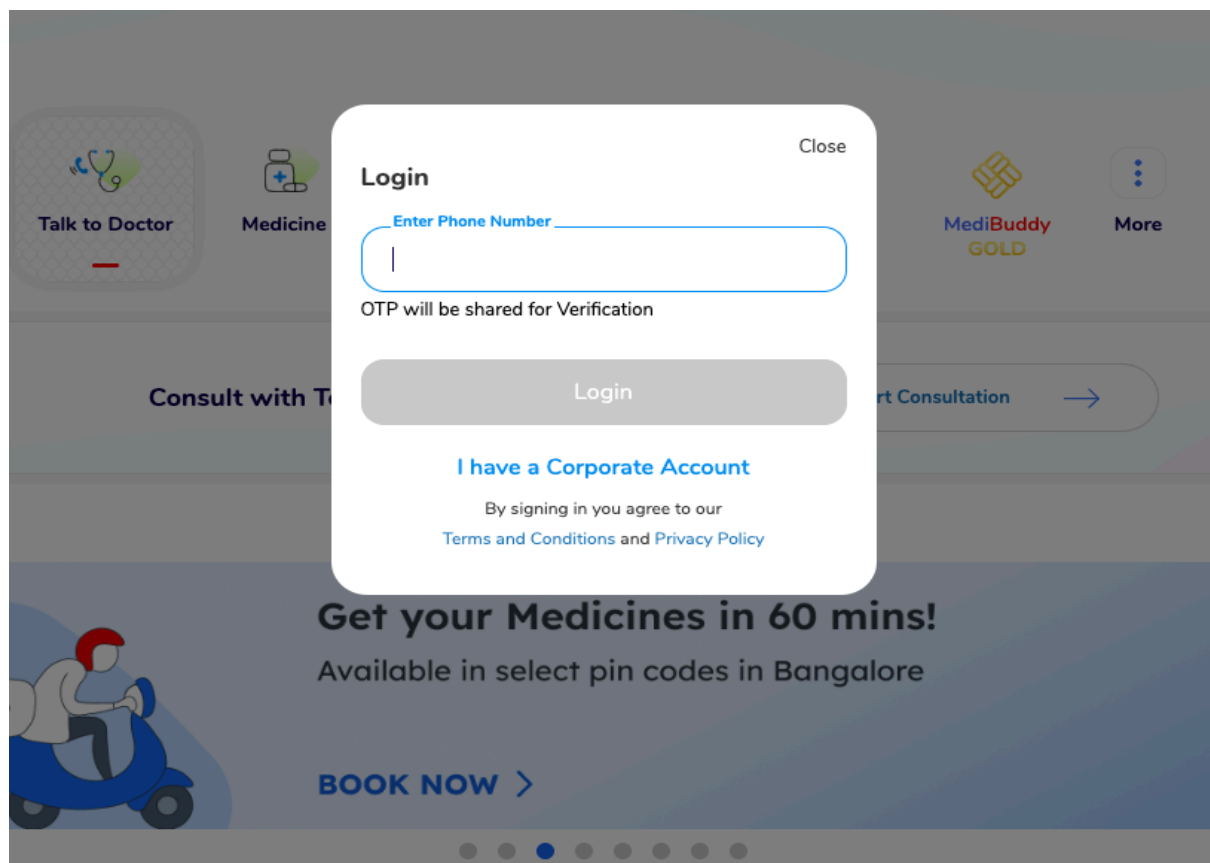


Fig. 152. MediBuddy User login page.

Screenshot: Login Page for the User on the home page.

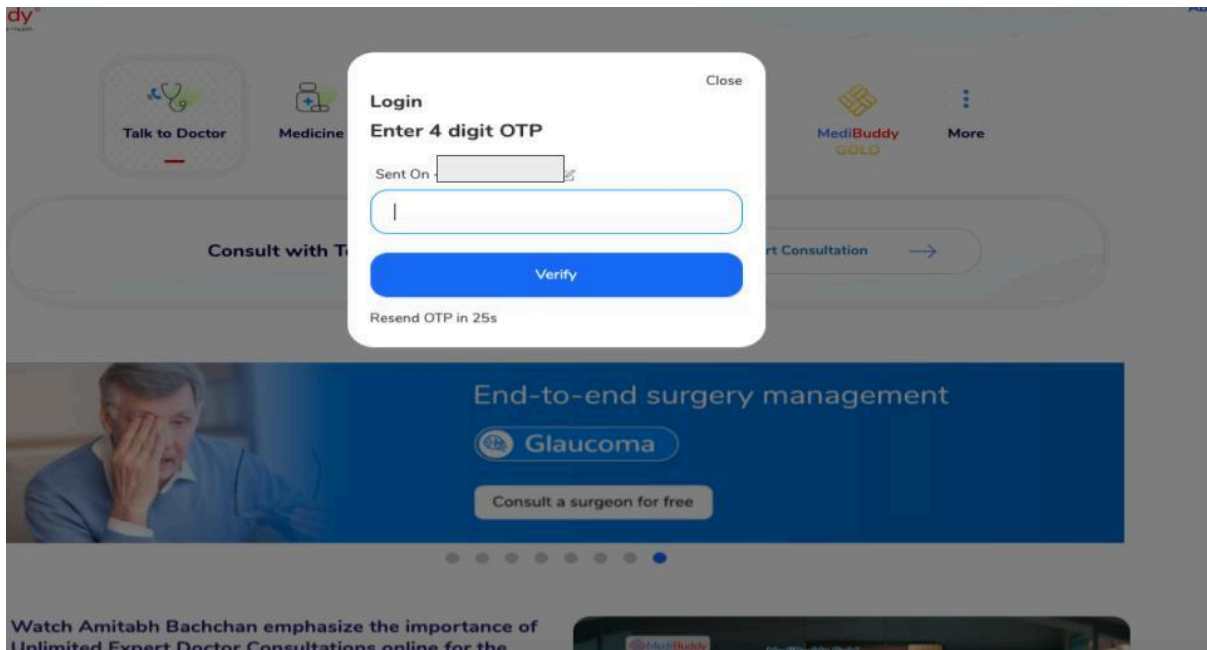


Fig. 153. Login OTP

Screenshot: User entering the OTP for authentication.



Lab Test & Packages

Fig. 154. MediBuddy Lab Test & Packages Icon

From the home page, we click on lab test packages.

User's navigation to the lab test booking page is shared with the following third parties:

- Google Analytics
- New Relic Data

```
https://analytics.google.com/g/collect?v=2&tid=G-9ZX5K6Y9GT&gtm=45je5230v892976942za200zb832270820&_p=1738662690070&gcd=131313131111&npa=0&dma=0&tag_exp=101509156~102067808~102081485~102123608~102308675~102482433~102539968~102558064&cid=913498165.1738653344&ul=en-gb&sr=1440x900&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_eu=kA&_s=6&_sid=1738662698&sct=4&seg=1&dl=https%3A%2F%2Fwww.MediBuddy.in%2FconsumerLabs&dr=http%3A%2F%2Fwww.MediBuddy.in%2F&dt=Book%20Health%20Checks%2C%20Lab%20tests%2C%20Online%20Medicine%20%26%20Doctor%20Consultation%20%7C%20MediBuddy&en=Location%20PopUp&ep.event_category=consumerlabs&ep.event_label=Location%20PopUp&_et=465&tfd=249559
```

```
https://bam.eu01.nr-data.net/events/1/NRJS-18ff58a61b65bb2aecb?a=322548686&sa=1&v=1212.e95d35c&t=Unnamed%20Transaction&rst=309063&ck=1&ref=https://www.MediBuddy.in/consumerLabs
```

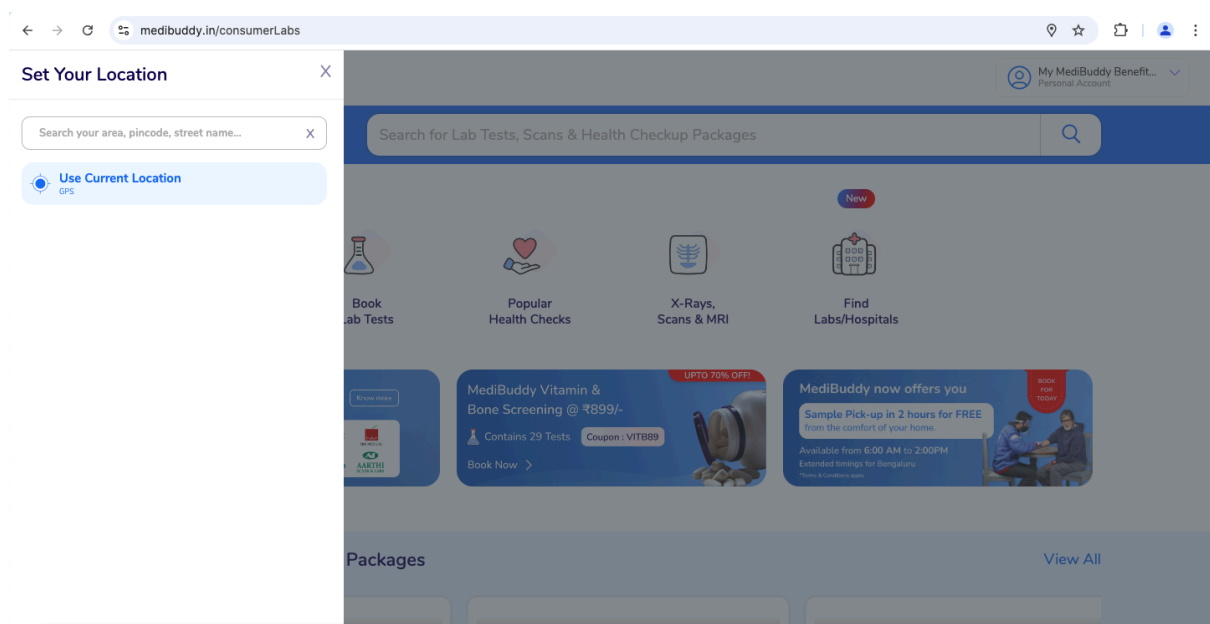


Fig. 155. MediBuddy Location Sharing Permission.

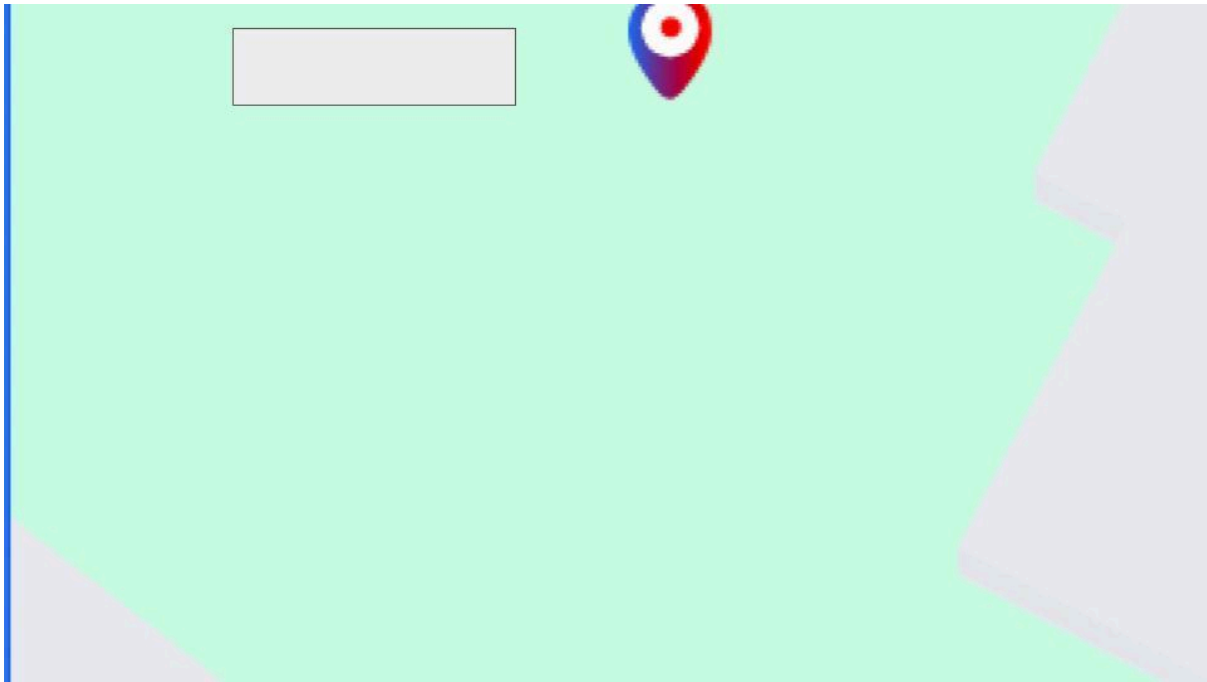


Fig. 156. Exact location of the user

After allowing permission for location sharing, our exact location is captured on the application.

GoogleAPIs, NR Data and Google Analytics get information regarding the landing on the lab test page by the user.

Findings: GoogleAPIs, NR Data and Google Analytics get information about the user's presence on the lab test page.

```
https://maps.googleapis.com/maps/api/js/GeocodeService.Search?5m2&1d28.4893983&2d77.2054002&9sen&r_url=https%3A%2F%2Fwww.MediBuddy.in%2FconsumerLabs&callback=_xdc_.__fktlpe&key=AIzaSyC5nOgLinPw4DMB57ZSgKFvq-viHuvkRYE&token=92591
```

```
https://bam.eu01.nr-data.net/jserrors/1/NRJS-18ff58a61b65bb2aecb?a=322548686&sa=1&v=1212.e95d35c&t=Unnamed%20Transaction&rst=1515070&ck=1&ref=https://www.MediBuddy.in/consumerLabs
```

```
https://analytics.google.com/g/collect?v=2&tid=G-9ZX5K6Y9GT&gtm=45je5230v892976942za200zb832270820&_p=1738662690070&gcd=131313131111&npa=0&dma=0&tag_exp=101509156~102067808~102081485~102123608~102308675~102482433~102539968~102558064&cid=913498165.1738653344&ul=en-gb&sr=1440x900&ir=1&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&_eu=kA&sid=1738663782&sct=5&seg=1&dl=https%3A%2F%2Fwww.MediBuddy.in%2FconsumerLabs&dr=https%3A%2F%2Fwww.MediBuddy.in%2F&dt=Book%20Health%20Checks%2C%20Lab%20tests%2C%20Online%20Medicine%20%26%20Doctor%20Consultation%20%7C%20MediBuddy&_s=9&tfd=1117118
```

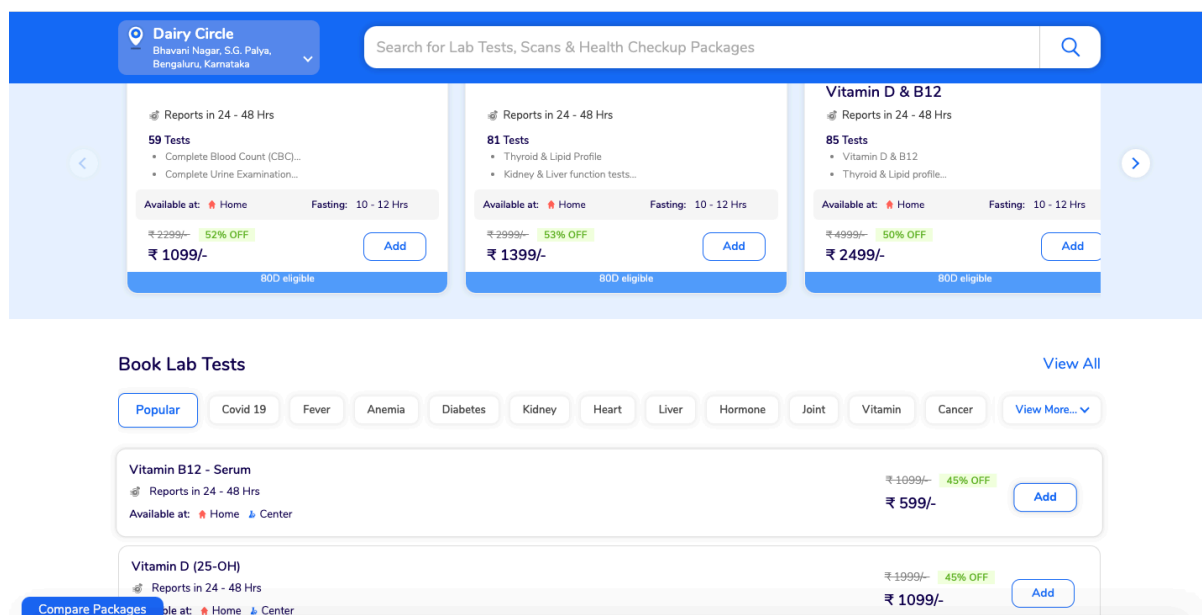


Fig. 157. MediBuddy Lab Tests Search Results

We then navigate to the lab test booking page.

Google Analytics gets information regarding the user's navigation to the lab test booking page.

Findings: Google Analytics gets information about the user landing on the lab test booking page.

```
https://analytics.google.com/g/collect?v=2&tid=G-9ZX5K6Y9GT&gtm=45je5230v892976942za200zb832270820&_p=1738662690070&gcd=131313131111&npa=0&dma=0&tag_exp=101509156~102067808~102081485~102123608~102308675~102482433~102539968~102558064&cid=913498165.1738653344&ul=en-gb&sr=1440x900&ir=1&uaa=x86&uab=64&uafv1=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&pae=1&frm=0&pscdl=noapi&eu=kA&s=11&sid=1738664972&sct=6&seg=1&dl=https%3A%2F%2Fwww.MediBuddy.in%2FconsumerLabs&dr=https%3A%2F%2Fwww.MediBuddy.in%2F&dt=Book%20Health%20Checks%2C%20Lab%20tests%2C%20Online%20Medicine%20%26%20Doctor%20Consultation%20%7C%20MediBuddy&en=Add%20To%20Cart%20Button%20Clicked&ep.event_category=consumerlabs&ep.event_label=Add%20To%20Cart%20Button%20Clicked&_et=26104&tfd=2337744
```

II.IX.IV. MediBuddy Medicines Buying

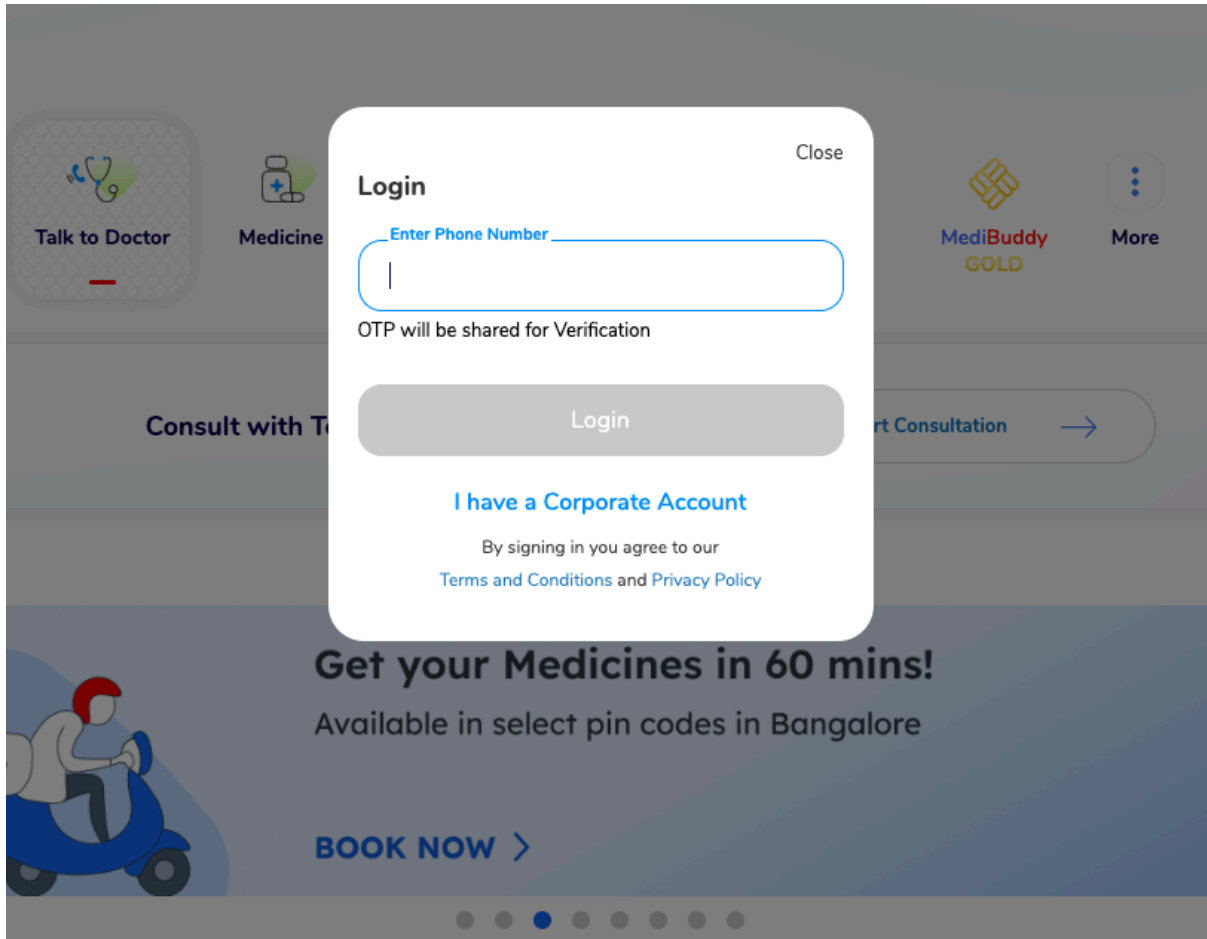


Fig. 158. MediBuddy Login

We login into the MediBuddy web app from the home page.

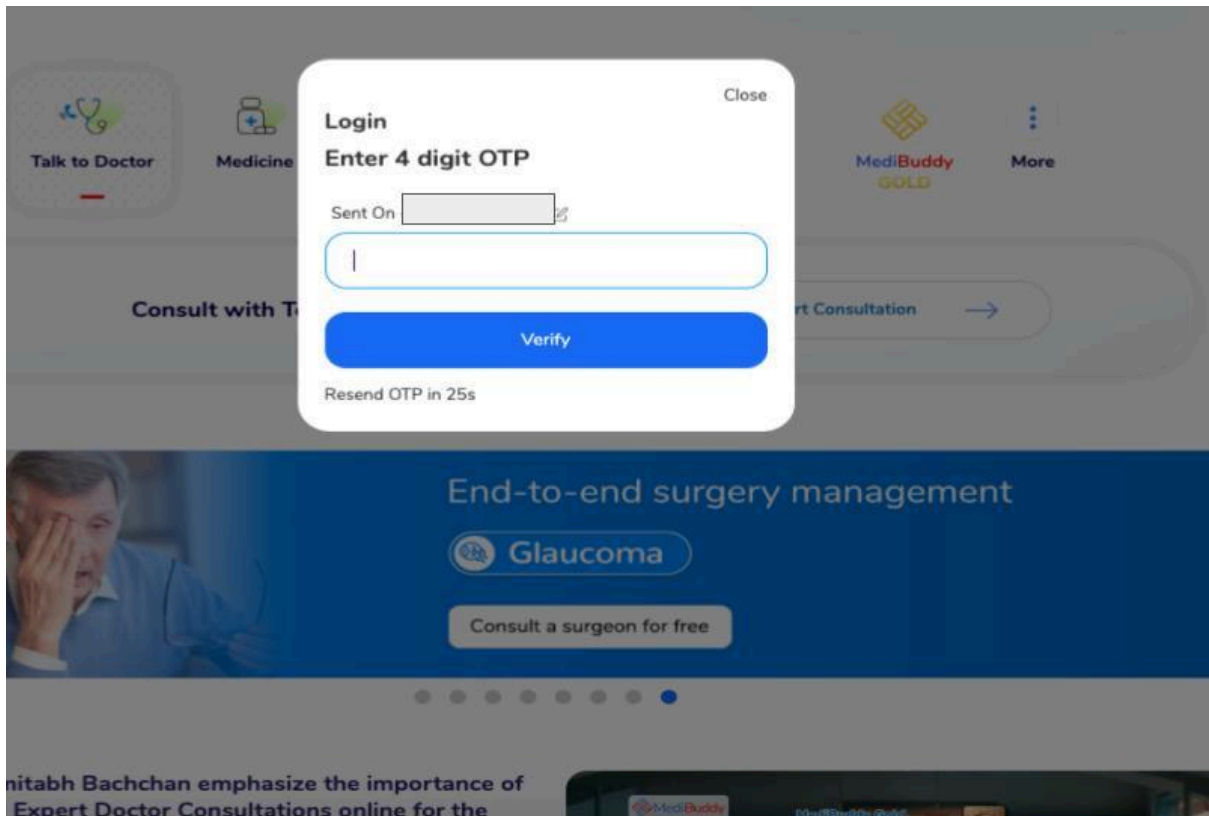


Fig. 159. MediBuddy Lab Tests Search Results

Screenshot: User's OTP verification.

We then proceed to authenticate ourselves using the OTP.

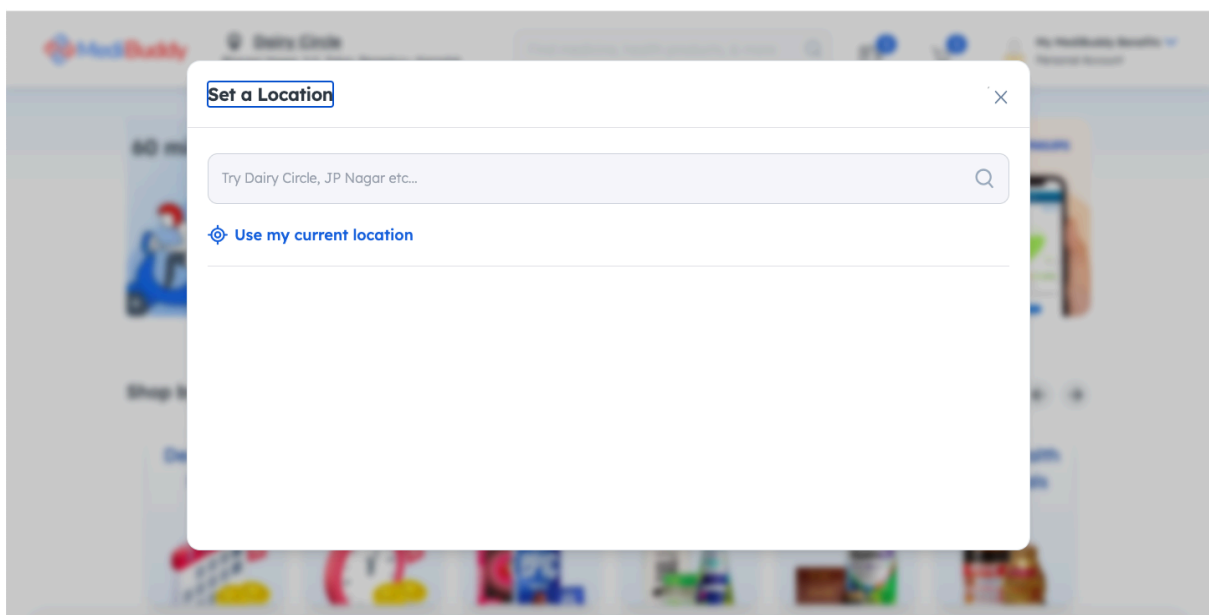


Fig. 160. MediBuddy Lab Tests Search Results

Screenshot: The user is prompted to enter his location.

 Use my current location

We select the current location option.

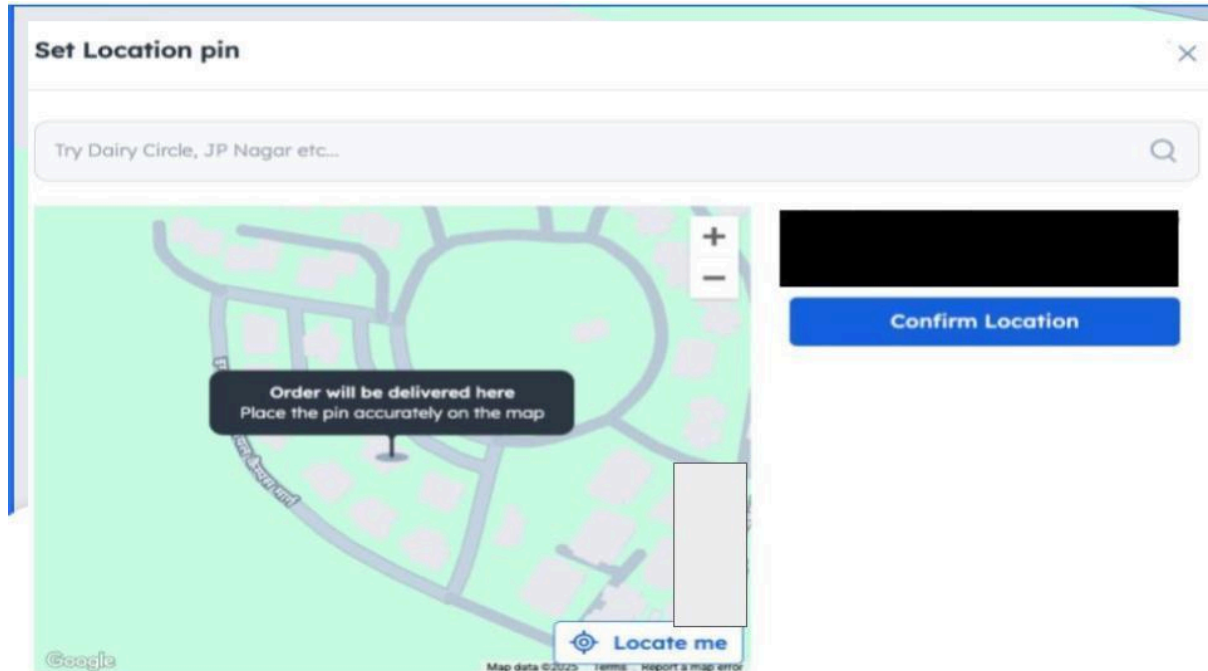


Fig. 161. MediBuddy Location Search Results

Fig. User's Location

On selecting the location, the user's exact location is located. The exact address was picked up by the website. Hence, it has been censored.

NR-Data and Google Analytics gets to know that the user is viewing the order medicines page via the page URL.

Findings: NR-Data and Google Analytics both get to know that the user is on the order medicines pages.

```
https://www.google-analytics.com/g/collect?v=2&tid=G-WW13EC8HED&gtm=45je5230v9194936714za200&_p=1738655482753&gcd=131313131111&npa=0&dma=0&>tag_exp=102067808~102081485~102123608~102482432~102539968~102558064&cid=913498165.1738653344&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&frm=0&pscdl=noapi&_s=1&sid=1738655482&sct=1&seg=0&dl=https%3A%2F%2Fwww.MediBuddy.in%2Forder-medicines&dr=https%3A%2F%2Fwww.MediBuddy.in%2F&dt=&en=pageview&fv=1&_ss=1&_ee=1&tfd=2688
```

```
https://bam.eu01.nr-data.net/jserrors/1/NRBR-3a6916a91d3c7816577?a=538589410&sa=1&v=1.257.0&t=Unnamed%20Transaction&rst=92557&ck=0&s=5828efc8f3f755f8&ref=https://www.MediBuddy.in/order-medicines
```

Google Maps contains information regarding the location of the user with exact longitude and latitude.

Findings: MediBuddy picks up the exact location of the user using Google's maps service.

```
https://maps.googleapis.com/$rpc/google.internal.maps.mapsjs.v1.MapsJsInternalService/GetViewportInf
```

In the request body the exact latitude and longitude of the user was shared. For privacy reasons, those parameters are not shared here.

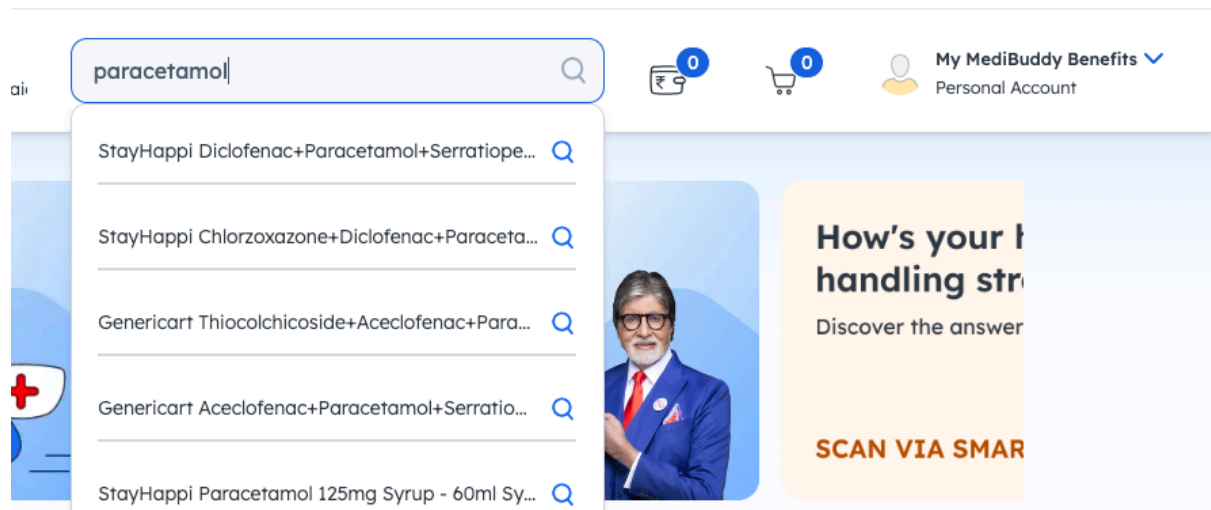


Fig. 162. MediBuddy medicine/health product Search Results

We search for 'Paracetamol' on the medicine orders page.

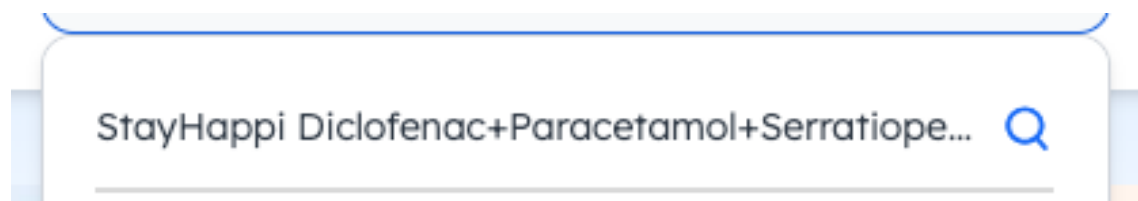


Fig 163. MediBuddy medicine/health product Search Results

Out of the given options in the menu, we make the selection of the Stayhappi Diclofenac paracetamol medicine.

Google Analytics and NR-Data get information about the user's search for 'Paracetamol'.

```
https://www.google-analytics.com/g/collect?v=2&tid=G-WW13EC8HED&gtm=45je5230v9194936714za200&_p=1738656222979&gcd=131313131111&npa=0&dma=0&tag_exp=102067808~102081485~102123608~102482432~102539968~102558064&cid=913498165.1738653344&ul=en-gb&sr=1440x900&uaa=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&frm=0&pscdl=noapi&_eu=AEA&_s=3&dl=https%3A%2F%2Fwww.MediBuddy.in%2Forder-medicines%2Fsearch%2Fparacetamol&dr=https%3A%2F%2Fwww.MediBuddy.in%2Forder-medicines&sid=1738655482&sct=1&seg=1&dt=&en=page_view&_et=95977&tfd=319314
```

<https://bam.eu01.nr-data.net/jserrors/1/NRBR-3a6916a91d3c7816577?a=538589410&sa=1&v=1.257.0&t=Unnamed%20Transaction&rst=322624&ck=0&s=5828efc8f3f755f8&ref=https://www.MediBuddy.in/order-medicines/search/paracetamol>

Findings: Google Analytics and NR-Data get to know that the user has searched for paracetamol.

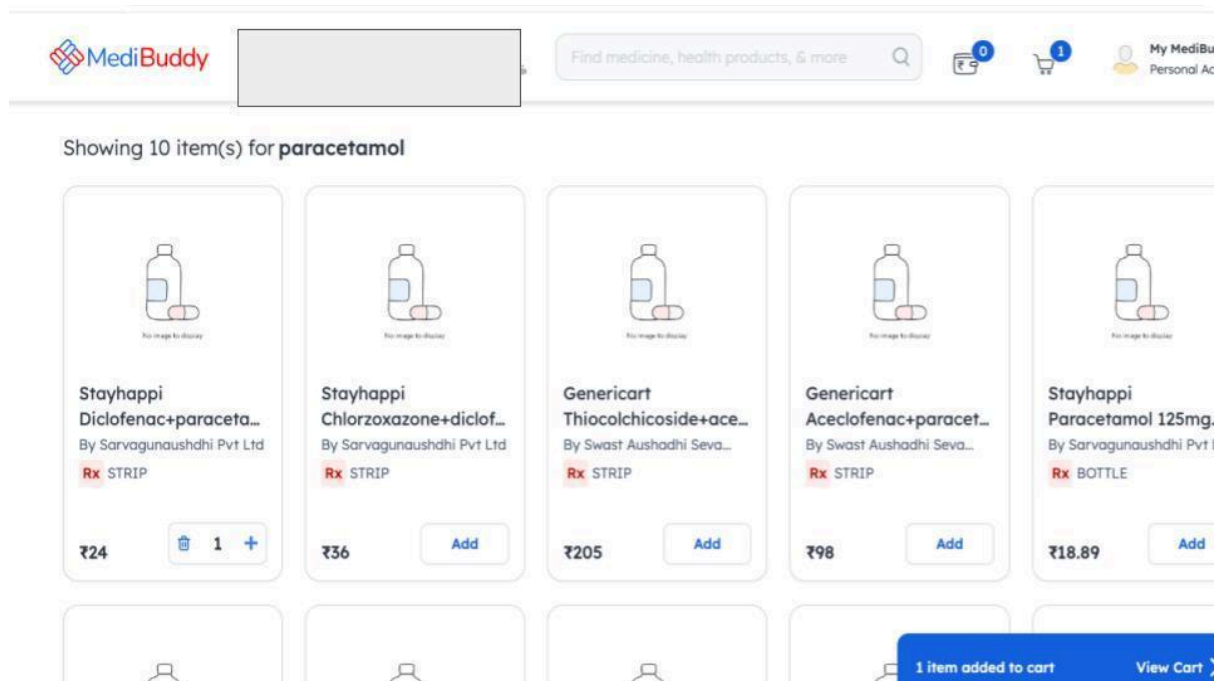


Fig. 164. MediBuddy medicine/product Search Results

Screenshot: List of Medicines shown to the user upon searching for the term 'Paracetamol'.

Showing 10 item(s) for pc



Fig. 165. MediBuddy Medicine Tests Search Results

Screenshot shows the user adding 'Stayhappi Diclofenac Paracetamol'.

Here too, Google Analytics gets information regarding the user's search for paracetamol.

```
https://www.google-analytics.com/g/collect?v=2&tid=G-WW13EC8HED&gtm=45je5230v9194936714za200&_p=1738657336665&gcd=131313131111&npa=0&dma=0&tag_exp=102067808~102081485~102123608~102482432~102539968~102556566~102558064&cid=913498165.1738653344&ul=en-gb&sr=1440x900&uua=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&frm=0&pscdl=noapi&eu=AEA&s=2&dl=https%3A%2F%2Fwww.MediBuddy.in%2Forder-medicines%2Fcart&dr=https%3A%2F%2Fwww.MediBuddy.in%2Forder-medicines%2Fsearch%2Fparacetamol&sid=1738655482&sct=1&seg=1&dt=&en=page_view&_et=526913&tfd=589369
```

Fig. 166. MediBuddy checkout

Here, Google Analytics and NR-Data get information about the user landing on the cart page. No other information is shared.

```
https://www.google-analytics.com/g/collect?v=2&tid=G-WW13EC8HED&gtm=45je52d0v9194936714za200&_p=1739862071019&gcd=131313131111&npa=0&dma=0&tag_exp=101509157~101732279~101732281~102067808~102482433~102539968~102556566~102558064~102587591~102605417~102640599&cid=118283810.1739862071&ul=en-gb&sr=1440x900&uua=x86&uab=64&uafvl=Chromium%3B128.0.6613.138%7CNot%253BA%253DBrand%3B24.0.0.0%7CGoogle%2520Chrome%3B128.0.6613.138&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&are=1&frm=0&pscdl=noapi&eu=AEA&s=2&dl=https%3A%2F%2Fwww.MediBuddy.in%2Forder-medicines%2Fcart&dr=https%3A%2F%2Fwww.MediBuddy.in%2Forder-medicines&sid=1739862071&sct=1&seg=1&dt=&en=page_view&_et=10546&tfd=23019
```

```
https://bam.eu01.nr-data.net/jserrors/1/NRBR-3a6916a91d3c7816577?a=538589410&sa=1&v=1.257.0&t=Unnamed%20Transaction&rst=24450&ck=0&s=6703b61d351c0685&ref=https://www.MediBuddy.in/order-medicines/cart&pve=1
```

The navigation ends here.

Device Information

Most third parties also received device information from the telemedicine applications containing information regarding the user's browser information, default language, and operating system.

A sample request from when the user lands on the eSanjeevani homepage is shared below (for the sake of brevity, we did not list all such requests.)

METHOD: GET

URL

`https://platform.twitter.com/_next/static/chunks/4353.2de717057ea6e60fba90.js`

HEADERS

```
Accept: */*Accept-Encoding: gzip, deflate, br,
zstdAccept-Language: en-GB, en-US; q=0.9, en; q=0.8Connection: keep-aliveCookie:
_cf_bm=0GRbX0a6xRNrnQLmtq0Urh3oNxxgD5xzBYLHRh02vkns-1754385100-1.0.1.1-mzGkx
41QOGgcZKNM6QUUqVFvbIqBSNkKpeEHBmojJ1fy14hmqEh6hYO8WI4WJbPg5yMZWvCB2AuUqisp
lsv3F_lRsPZoX5Gy4xotQ2dCYxwHost: platform.twitter.comReferer: https://syndica
tion.twitter.com/sec-ch-ua: "Not)A;Brand";v="8", "Chromium";v="138", "Google
Chrome";v="138"sec-ch-ua-mobile: ?0sec-ch-ua-platform: "macOS"Sec-Fetch-Dest:
scriptSec-Fetch-Mode: no-corsSec-Fetch-Site: same-siteSec-Fetch-Storage-Access:
activeUser-Agent: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7)
AppleWebKit/537.36 (KHTML, like Gecko) Chrome/138.0.0.0 Safari/537.36
```

Even without any personal information, the sharing of such information can allow for the creation of the user's profile for the purposes of advertising based on some persistent identifiers. In most cases, the presence of such tracking is invisible to the users on the user interface, and in some cases it is not even explicitly mentioned in the privacy policy.

III. Conclusion

#	App Name	Type of Data Shared (With Emoji Indicators)	Third Parties Receiving This Data
1	Practo	📍 Location, 📞 Phone number, 🩺 Health category & sub-category	Google Analytics, Google, AdRoll, Bing (Microsoft)
2	Tata 1mg	📞 Teleconsultation request, 🔍 Indication searched, 💊 Medicine name, price, manufacturer	Google Analytics, AdRoll, DoubleClick, Bing, Fullstory, Facebook
3	Netmeds	💊 Medicine category, name, price, manufacturer	Google, DoubleClick, Facebook
4	Apollo 24/7	🩺 Specialty & symptoms, 👤 Doctor's name (teleconsultation), 📞 Phone number	Google Ads, Microsoft Clarity
5	PharmEasy	🧪 Diagnostic test name, 💊 Medicine selection, 🖱️ Page selections	Google Analytics, Criteo, DoubleClick, Dotomi
6	Lybrate	📍 Location, 📞 Consultation request, 🩺 Indication (e.g., acne, pimples)	Google Analytics
7	eSanjeevani	🏠 User landing on Website homepage	Twitter
8	MedPlusMart	📍 Location, 💊 Medicine name, price, manufacturer; 🧪 Lab test details; 🔍 Navigation history	Google Ads, DoubleClick, Google Analytics, Google Ad Service
9	MediBuddy	💊 Medicine name, 👤 Landing on doctor & 🧪 lab test pages	Google Analytics, Google Maps, New Relic

Out of the applications studied, our analysis found that Practo, Tata1mg, Netmeds, Apollo 24/7, PharmEasy, Lybrate, MedPlusMart and MediBuddy share sensitive Personally Identifiable Information (PII) and Personal Health Information (PHI) with third parties.

Together, these platforms receive around 7 crore monthly visitors, many of whom are active users. The data transmitted includes:

- Location data
- Phone numbers
- Health categories and symptoms
- Medicine names and prices

- Diagnostic test selections
- Detailed user navigation behavior

The main companies receiving this data were:

- Google
- Microsoft

In all the cases, no granular consent is sought from the users. In other cases, there appears to be no link to the privacy policy at the time of registration. As a result, users have little control or choice. On finding out about this practice, their trust in digital health services may be undermined.

Apart from the loss of trust, this data sharing has serious implications for users. Users' private health data could be used to create detailed personal profiles. This might lead to targeted ads that exploit health conditions. It could also result in discrimination if such data is accessed by insurers, employers or financial services.



Indian Law Society
Law College Road
Pune 411004
Maharashtra, India
www.c-help.org
contact@c-help.org