

## PRIVACY POLICY AND TERMS OF USE CARLOS QUIROZ DERMATOLOGÍA SAS

Last updated: October 15, 2024

At *Carlos Quiroz Dermatología SAS*, we take our users' privacy very seriously. This policy describes how we collect, use, and protect the personal information provided through our website or when using our services.

### 1. Processing of Personal Data

In compliance with current regulations on personal data protection, *Carlos Quiroz Dermatología SAS* collects, stores, uses, and protects personal information in accordance with Law 1581 of 2012 and Decree 1377 of 2013, as well as any other applicable regulations.

#### Data We Collect:

We may collect the following types of personal information:

- Full name
- Email address
- Phone number
- Medical and treatment history
- Information provided in contact and appointment forms

#### Purpose of Data Processing:

The personal data collected will be used exclusively for the following purposes:

- Appointment management and provision of medical services.
- Sending information related to treatments, procedures, promotions, or updates, provided the user has given prior consent.
- Compliance with legal and regulatory obligations, such as issuing invoices, clinical reports, and other required documents.

Users may consult the *Personal Data Processing Policy* of *Carlos Quiroz Dermatología SAS*, which details data subjects' rights, how they can exercise them, and the procedures available to protect their rights.

### 2. Use of Collected Information

The information we collect is used according to the purposes mentioned above. Under no circumstances do we share personal data with third parties, except in the following cases:

- With service providers who help operate our website or provide business-related services, as long as they maintain data confidentiality.
- When legally required to comply with applicable regulations or in response to requests from competent authorities.

### 3. Information Security

We adopt technical, administrative, and organizational measures to protect personal information against unauthorized access, alteration, loss, or disclosure. Despite our efforts, no internet transmission or storage system is completely secure, so we cannot guarantee absolute security.

We recommend that users take additional precautions, such as protecting their passwords and avoiding sharing confidential information through unsecured emails.

### 4. Cookies and Similar Technologies

We use cookies to enhance the user experience on our website. These allow us to remember preferences and analyze user behavior on the site. Users can manage cookie settings directly from their browser settings.

### 5. Data Subject Rights

Users have the right to:

- Access, update, or rectify their personal data.
- Request the deletion of their data when applicable.
- Object to the processing of their personal data for certain purposes.
- Withdraw their consent at any time, without affecting the legality of prior data processing.

To exercise these rights, users may contact us through the means indicated at the end of this document.

### 6. Third-Party Links

Our website may contain links to third-party websites that are not operated by *Carlos Quiroz Dermatología SAS*. We are not responsible for the privacy practices or content of such sites. We recommend reviewing the privacy policies of each site you visit.

### 7. Changes to This Privacy Policy

*Carlos Quiroz Dermatología SAS* reserves the right to modify this privacy policy at any time. Any changes will be notified through this page, and the last updated date will be revised. We recommend periodically reviewing this policy to stay informed of any modifications.

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### Terms of Use

By using our website, the user agrees to comply with the following conditions:

## **1. Use of Content**

The content on this site, including images, text, graphics, and multimedia resources, is protected by copyright. Reproducing, distributing, modifying, or using the content without the express authorization of *Carlos Quiroz Dermatología SAS* is prohibited.

## **2. Responsibility for Medical Information**

All information provided on this site is for informational purposes only and should not be considered medical advice. To receive a proper diagnosis or medical treatment, you must consult a certified healthcare professional.

## **3. Acceptance of Terms**

By using this site, the user acknowledges having read and understood these policies and conditions. If you do not agree with any part, we suggest refraining from using the website.

## **Contact**

If you have any questions or concerns about our Privacy Policy or Terms of Use, you can contact us at:

**Carlos Quiroz Dermatología SAS**

Castillogrande Cll 5A #12-53, Cartagena, Colombia

Email: [gerencia@casaquiroz.com](mailto:gerencia@casaquiroz.com)