

COOKIE POLICY

Dr. Mauricio Serrano

Bogotá, D.C., Colombia

Last Update: June 9,
2025

1. Introduction

Dr. Mauricio Serrano (hereinafter, the “Controller”), manages the website <https://drmauricioserrano.co> using cookies to ensure its proper functioning, enhance user experience, and analyze site usage anonymously. This Cookie Policy explains what cookies are, how we use them, and how you can configure or disable them, in compliance with Law 1581 of 2012, Decree 1377 of 2013, and other applicable regulations in Colombia.

2. What are Cookies?

Cookies are small text files stored on your device (computer, tablet, or mobile) when you visit our website. They enable:

- Facilitating navigation and the use of functions such as appointment scheduling or contact forms.
- Personalizing the experience by remembering preferences such as language.
- Analyzing anonymous data to optimize site content and usability.

Cookies are not malicious, do not harm your device, and do not access confidential information without your consent.

3. Types and Purposes of Cookies

We use the following types of cookies on <https://drmauricioserrano.com/>:

- **Technical Cookies (First-Party):** Essential for navigation, access to forms, and site security. Example: session cookies for appointment scheduling.
- **Personalization Cookies (First-Party):** Store user preferences, such as language or display format.
- **Analytics Cookies (Third-Party):** Collect anonymous data on website usage (e.g., Google Analytics) to improve performance.
- **Advertising Cookies (Third-Party, Optional):** With express authorization, enable the management of ads on the website or associated platforms.

4. Duration

The duration of cookies is always determined by the users' choices in the cookie management panel:

- **Session Cookies:** Deleted when the browser is closed, unless the user has

configured otherwise.

- **Persistent Cookies:** May remain on the device for a specified period, depending on the users' chosen settings.

5. How to Manage Cookies?

When visiting our website, a cookie banner allows you to accept, reject, or customize cookies (technical, personalization, analytics, or advertising). You can also disable them in your browser:

5.1 Google Chrome

1. Click the three dots (More > Settings).
2. Under "Privacy and security," select Cookies and other site data.
3. Disable Allow cookies or configure exceptions.

5.2 Mozilla Firefox

1. Click the menu (three lines) and select Options.
2. Under "Privacy and Security," enable Delete cookies when Firefox closes.

5.3 Microsoft Edge

1. Click the three dots (Settings).
2. Under "Privacy," select Block all cookies.

5.4 Safari

1. Select Preferences > Privacy.
2. Enable Block all cookies.

Note: Disabling cookies may limit functions such as appointment scheduling, affecting your experience on the website.

6. Personal Data Protection

The use of cookies complies with the provisions of Law 1581 of 2012 and Decree 1377 of 2013. Analytics cookie data is anonymous and does not identify the user. For more details, consult our *Personal Data Processing Policy* at <https://drmauricioserrano.com/>.

7. Contact

For inquiries about this policy:

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8. Updates

This cookie policy takes effect on June 9, 2025, and may be modified or updated at any time without prior notice to reflect legal, technical, or user-managed cookie changes. It is recommended to periodically review this policy to stay informed about its content and possible updates at <https://drmauricioserrano.com/>.

MAURICIO SERRANO

CIRUGÍA PLÁSTICA Y ESTÉTICA