

PRIVACY NOTICE

Dr. Mauricio Serrano, with office located at Carrera 7 Bis A # 123-06, Bogotá D.C., and acting as the controller of personal data processing, informs that he collects, stores, and uses the personal data of his patients and website users in accordance with Law 1581 of 2012, Decree 1377 of 2013, and other applicable regulations in Colombia.

1. Purposes of Data Processing

- Manage appointments, consultations, and medical procedures.
- Send communications related to your treatment or services, with prior authorization.
- Display surgical result images on the website or promotional materials, only with your express consent.
- Comply with legal obligations and improve website services.
- Provide customer service and support.
- Send commercial, promotional, or advertising information about our products, services, news, and offers through authorized communication channels (email, SMS, instant messaging, phone calls, etc.).

2. Data Subject Rights

Under Law 1581 of 2012, you have the right to access, rectify, delete, or object to the processing of your personal data. To exercise these rights, you may send a request to the email address: drmauricioserrano2016@gmail.com. In your request, you must clearly indicate the rights you wish to exercise and the data to which these rights apply.

3. Changes to the Privacy Notice

We reserve the right to modify this privacy notice at any time. Any changes will be published on this website and notified to users through the most appropriate means.

4. Consent

By using our website and providing your personal data, you consent to the processing of your data in accordance with the terms established in this privacy notice and current regulations in Colombia, particularly Law 1581 of 2012 and Decree 1377 of 2013.

5. Full Policy

Consult our complete Personal Data Processing Policy at ([LINK](#)) for more details on how we protect your data and use cookies.

6. Contact

If you have questions or concerns about this privacy notice or the processing of your personal data, you may contact us at:

- **Email:** drmauricioserrano2016@gmail.com

Last Update: June 9, 2025