

## **PRIVACY NOTICE PERSONAL DATA PROCESSING**

### **1. Identification of the Responsible.**

Company name: ELITE MEDICAL COLOMBIA S.A.S

NIT: 901809216-6

Registered Office: MEDELLÍN

Email: [info@elitemedicalholidays.com](mailto:info@elitemedicalholidays.com)

Telephone: 57 +3026675000

### **2. Treatment and purpose.**

In compliance with the provisions of Law 1581 of 2012 and other corresponding regulations, modifying and/or complementary regulations, in order to inform all people whose personal data is in our databases, ELITE MEDICAL COLOMBIA S.A.S informs and states that the personal data included in its databases have been collected for the development of various procedures directly related to its corporate purpose and commercial management.

ELITE MEDICAL may collect Personal Information when you use the features, the information, data and services of the website. We may also collect Personal Information when you register on the ELITE MEDICAL website, visit or view any of its pages.

In the event that you register on the website or make requests to ELITE MEDICAL, we may request certain Personal Information, such as, but not limited to, your name, email address, date of birth, gender, zip code, occupation, sector, personal interests, medical or health concerns, etc.

The ELITE MEDICAL website may also automatically receive and record information and data from your computer and browser, which do not identify you personally, including but not limited to your IP address, cookies, software attributes and hardware, and the page or website you are accessing. ELITE MEDICAL can use this information to: personalize the content and ads you see, fulfill your requests, improve its services, address your concerns, contact you, make investigations and provide anonymous reports for internal and external clients of MEDICAL ELITE.

The data provided or collected may be used by ELITE MEDICAL COLOMBIA S.A.S for the offer and sale of goods and services of its potential or current users and/or clients, which requires the collection, storage, copy, delivery, updating, use, ordering, classification, transfer, correction, verification and use for statistical purposes of the data provided. Regarding the personal data of the entity's workers, they may also be processed by ELITE MEDICAL COLOMBIA S.A.S for the purpose of correctly managing the employment relationship.

Likewise, the data provided or collected from our current or potential users and/or clients may be used in a transparent, loyal, lawful, secure and reliable manner, and for the following purposes:

- 1) Maintain an efficient communication channel that facilitates the exchange of useful information related to the products and/or services of ELITE MEDICAL COLOMBIA S.A.S. or his allies.
- 2) Inform about new products or services.
- 3) Evaluate the quality of the products sold and the services provided by ELITE MEDICAL COLOMBIA S.A.S. or his allies.
- 4) Inform about changes to products or services.
- 5) Comply with obligations contracted with our users, clients, suppliers, allies and employees.
- 6) Provide and promote our products and services.
- 7) Carry out internal and external studies on consumer habits.

### **cookies**

The owner of the personal data knows and accepts that ELITE MEDICAL may use a tracking system through the use of cookies (the "Cookies"). The cookies are small files that are installed on the hard drive, with a limited duration on the disk, while helping to personalize services. Cookies are used in order to understand the interests, behavior and demographics of those who visit or are holders of the personal data of your website and in this way, better understand their needs and interests and give them better service or provide them with related information.

It is established that the installation, permanence and existence of Cookies in the computer of the owner of the personal data depends on his/her exclusive will and may be deleted from your computer when the owner of the personal data so wishes. We do not control the use of Cookies by third parties. ELITE MEDICAL is not responsible for illegal interception or violation of its systems or databases by unauthorized persons. ELITE MEDICAL is also not responsible for the improper use of information obtained by these means.

### **3. Rights of the owners.**

Holders of personal data, in accordance with the law, have the right to know, update and rectify your personal data against ELITE MEDICAL COLOMBIA S.A.S, request authorization, check what use has been given to your data personal, present pertinent complaints for violations of current regulations.

They also have the right to revoke the authorization granted and/or request the deletion of the stored data, the right to access their personal data that has been processed free of charge, to consult the personal information stored in the database and to present complaints on the matter. The owners of the information may exercise the rights established in Law 1581 of 2012, through the following means:

Email: [info@elitemedicalholidays.com](mailto:info@elitemedicalholidays.com)

Telephone: 57 +3026675000

#### **4. Queries to the Database Treatment Policies.**

The personal data processing policies of ELITE MEDICAL COLOMBIA S.A.S can be viewed at: [WWW.ELITEMEDICALHOLIDAYS.COM](http://WWW.ELITEMEDICALHOLIDAYS.COM)