

# Privacy Policy

NUMA Last update  
(09/09/2025)

At NUMA, we take your privacy seriously. This document explains how we collect, use, and protect your information, in compliance with Law 1581 of 2012, Decree 1377 of 2013, Resolution 3100 of 2019, and international privacy standards (GDPR, CCPA, CPRA).

## Data we collect:

- Name, email, and phone number.
- Payment information
- IP address, cookies, and geolocation
- User preferences

## How do we collect your data?

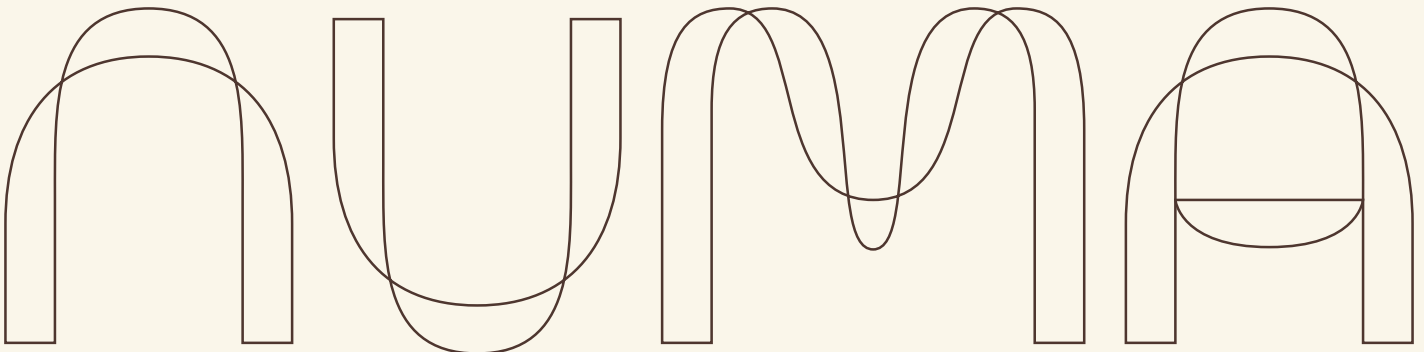
- Web forms
- Newsletter subscription
- Payment process
- Google Analytics
- Digital advertising (Google Ads, Meta Ads, remarketing)

## What do we use your data for?

- Marketing and targeted advertising
- Patient management in our CRM
- Payment processing
- Improving the site experience
- Legal compliance

## We share data with Google Analytics (metrics)

- We share data with Google Analytics (metrics)
- Authorized CRM (patient management)



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## Data retention

We store the information for the duration of the business relationship and for the time required by law.

## Your rights

You can request:

- Access
- Rectification
- Deletion
- Not to share data (CCPA/CPRA)

✉ Write to us at: [contacto@numa.health](mailto:contacto@numa.health)

## Cookies

We use cookies for statistics and personalized advertising. You can manage them from your browser or on our site.

## Security

We protect your information with:

- SSL/HTTPS encryption
- Firewalls
- Restricted access

**Important note:** Our website is for informational purposes and scheduling appointments. It does not replace medical care. NUMA is part of an IPS authorized under Resolution 3100 of 2019.

