COOKIE POLICY
SERELORA INC.

Last Updated: January 30, 2026

This Cookie Policy explains how **Serelora Inc.** ("**Company**," "**we**," "**us**," and "**our**") uses cookies and similar technologies to recognize you when you visit our website at **https://serelora.com** (the "**Website**") and our mobile applications (collectively, the "**Platform**"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases we may use cookies to collect personal information, or information that becomes personal information if we combine it with other information. In such cases, our Privacy Policy will apply in addition to this Cookie Policy.

This Cookie Policy should be read in conjunction with our Privacy Policy and Terms and Conditions.

TABLE OF CONTENTS

1. WHAT ARE COOKIES?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners to make their websites work, or to work more efficiently, as well as to provide reporting information.

First-Party Cookies: Cookies set by the website owner (in this case, Serelora Inc.) are called "first-party cookies." These cookies are controlled directly by us and are used to provide core functionality of our Platform.

Third-Party Cookies: Cookies set by parties other than the website owner are called "third-party cookies." Third-party cookies enable third-party features or functionality to be provided on or through the website (e.g., analytics, interactive content, and security services). The parties that set these third-party cookies can recognize your computer both when it visits the website in question and when it visits certain other websites.

2. TYPES OF COOKIES

Cookies can be classified by their lifespan and the domain to which they belong:

By Lifespan:

• **Session Cookies:** These are temporary cookies that expire when you close your browser. They are used to remember your actions during a single browsing session.

• **Persistent Cookies:** These cookies remain on your device for a set period of time specified in the cookie or until you delete them. They are used to remember your preferences or actions across multiple visits.

By Purpose:

• **Strictly Necessary Cookies:** Essential for the website to function properly. Without these cookies, services you have asked for cannot be provided.

• **Performance Cookies:** Collect information about how visitors use the website, such as which pages are visited most often. These cookies do not collect information that identifies a visitor.

• **Functionality Cookies:** Allow the website to remember choices you make (such as your username, language, or region) and provide enhanced, more personalized features.

• **Targeting/Advertising Cookies:** Used to deliver advertisements more relevant to you and your interests. They also limit the number of times you see an advertisement and help measure the effectiveness of advertising campaigns.

3. WHY DO WE USE COOKIES?

We use first-party and third-party cookies for several reasons:

• **Essential Operations:** Some cookies are required for technical reasons in order for our Platform to operate. These are referred to as "strictly necessary" cookies.

• **Security:** We use cookies to enhance the security of our Platform, including detecting authentication abuses, protecting against malicious activity, and maintaining session security.

• **Authentication:** Cookies help us recognize you when you are logged in so that we can provide personalized features and maintain your session.

• **Preferences:** Cookies allow us to remember your preferences, such as language settings and display options.

• **Analytics:** We use cookies to understand how users interact with our Platform, which pages are most popular, and how we can improve our services.

• **Performance:** Cookies help us monitor the performance of our Platform and identify areas for improvement.

Note: As a healthcare technology platform, we do NOT use cookies to track or collect Protected Health Information (PHI). PHI is handled separately through our secure application infrastructure and is not stored in browser cookies.

4. COOKIES WE USE

The specific types of first-party and third-party cookies served through our Platform and the purposes they perform are described below. Please note that the specific cookies served may vary depending on the specific pages you visit.

4.1 Strictly Necessary Cookies

These cookies are strictly necessary to provide you with services available through our Platform and to use some of its features, such as access to secure areas. Because these cookies are strictly necessary to deliver the Platform, you cannot refuse them without impacting how our Platform functions.

Cookie Name	Purpose	Provider	Duration
__cf_bm	Cloudflare Bot Management - protects against malicious bots	Cloudflare	30 minutes
__cfruid	Cloudflare rate limiting cookie for security	Cloudflare	Session
session_id	Maintains user session state for authenticated users	serelora.com	Session
csrf_token	Cross-site request forgery protection	serelora.com	Session
auth_token	Authentication token for secure login	auth.serelora.com	7 days

4.2 Performance and Functionality Cookies

These cookies are used to enhance the performance and functionality of our Platform but are non-essential to its use. However, without these cookies, certain functionality may become unavailable.

Cookie Name	Purpose	Provider	Duration
_cfuvid	Cloudflare security and performance optimization	Cloudflare	Session
locale	Remembers user language preference	serelora.com	1 year
timezone	Stores user timezone for proper display of dates/times	serelora.com	1 year
theme_pref	Remembers user interface theme preference (light/dark)	serelora.com	1 year

4.3 Analytics and Customization Cookies

These cookies collect information that is used either in aggregate form to help us understand how our Platform is being used or how effective our marketing campaigns are, or to help us customize our Platform for you.

Cookie Name	Purpose	Provider	Duration
_ga	Google Analytics - distinguishes unique users	Google	2 years
_ga_*	Google Analytics - maintains session state	Google	2 years
_gid	Google Analytics - distinguishes users	Google	24 hours
_gat	Google Analytics - throttles request rate	Google	1 minute

4.4 Advertising and Targeting Cookies

We do not currently use advertising or targeting cookies on our Platform. As a healthcare technology company, we do not serve targeted advertisements based on your health information or use of our Services. If this changes in the future, we will update this Cookie Policy accordingly.

5. HOW CAN I CONTROL COOKIES?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences in several ways:

Cookie Consent Manager:

When you first visit our Platform, you will be presented with a cookie consent banner that allows you to accept or reject non-essential cookies. You can change your preferences at any time by clicking the "Cookie Settings" link in the footer of our Website. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with our services.

Impact of Rejecting Cookies:

If you choose to reject cookies, you may still use our Platform, though your access to some functionality and areas may be restricted. For example:

- You may need to log in more frequently
- Some personalization features may not work
- We may not be able to remember your preferences
- Analytics features that help us improve the Platform may be limited

6. BROWSER-LEVEL COOKIE CONTROLS

You can also set or amend your web browser controls to accept or refuse cookies. The means by which you can refuse cookies through your web browser controls vary from browser to browser. You should visit your browser's help menu for more information. Below are links to cookie management instructions for popular browsers:

- **Google Chrome:** chrome://settings/cookies
- **Mozilla Firefox:** about:preferences#privacy
- **Apple Safari:** Preferences > Privacy
- **Microsoft Edge:** edge://settings/privacy
- **Opera:** opera://settings/cookies
- **Internet Explorer:** Internet Options > Privacy

Opt-Out of Interest-Based Advertising:

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit:

- Digital Advertising Alliance: https://optout.aboutads.info/
- Digital Advertising Alliance of Canada: https://youradchoices.ca/
- European Interactive Digital Advertising Alliance: https://www.youronlinechoices.eu/
- Network Advertising Initiative: https://optout.networkadvertising.org/

7. OTHER TRACKING TECHNOLOGIES

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, including:

Web Beacons (Tracking Pixels):

These are tiny graphics files that contain a unique identifier that enables us to recognize when someone has visited our Platform or opened an email including them. This allows us, for example, to monitor traffic patterns, to understand whether you have come to our Platform from an online advertisement, to improve site performance, and to measure the success of email marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

Local Storage:

We may use HTML5 local storage or similar technologies to store certain data locally on your device. Local storage is similar to cookies but can store larger amounts of data. You can clear local storage through your browser settings.

Device Fingerprinting:

We may collect information about your device, such as browser type, operating system, screen resolution, and installed plugins, to help identify your device for security purposes. This information is used to detect fraud and unauthorized access.

8. FLASH COOKIES AND LOCAL SHARED OBJECTS

Websites may also use so-called "Flash Cookies" (also known as Local Shared Objects or "LSOs") to, among other things, collect and store information about your use of our services, fraud prevention, and for other site operations.

If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the Website Storage Settings Panel available at:

> https://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html

You can also control Flash Cookies by going to the Global Storage Settings Panel and following the instructions.

Please note: Setting the Flash Player to restrict or limit acceptance of Flash Cookies may reduce or impede the functionality of some Flash applications.

9. DO NOT TRACK SIGNALS

Some browsers include a "Do Not Track" (DNT) feature that signals to websites that you do not want to have your online activity tracked. Because there is not yet a common understanding of how to interpret the DNT signal, our Platform does not currently respond to browser DNT signals. You can still manage your cookie preferences using the controls described in this policy.

If a uniform technology standard for recognizing and implementing DNT signals is adopted that we must follow, we will inform you about that practice in a revised version of this Cookie Policy.

10. TARGETED ADVERTISING

Current Practice: Serelora does not currently serve targeted advertising through our Platform. We do not share your personal information with third-party advertisers for the purpose of targeted advertising.

Third-Party Advertising Networks: If in the future we allow third parties to serve cookies on our Platform for advertising purposes, these companies may use information about your visits to our Platform and other websites to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology to measure the effectiveness of advertisements.

Health Information Protection: Regardless of any future changes, we will NEVER use your health information, Protected Health Information (PHI), or information derived from your use of our clinical features for advertising purposes. This commitment is fundamental to our role as a healthcare technology provider.

11. HEALTHCARE-SPECIFIC CONSIDERATIONS

As a healthcare technology platform, we maintain additional safeguards regarding cookies and tracking technologies:

• **No PHI in Cookies:** Protected Health Information is never stored in browser cookies. PHI is transmitted and stored only through our secure, encrypted application infrastructure.

• **No Health-Based Targeting:** We do not use cookies or tracking technologies to target advertising based on health conditions, medical history, or use of healthcare features.

• **Session Security:** Authentication cookies used to maintain your logged-in session are encrypted and use secure transmission protocols (HTTPS only).

• **HIPAA Compliance:** Our use of cookies and tracking technologies is designed to comply with HIPAA requirements. Analytics data is de-identified and cannot be used to identify individual patients.

• **Minimum Necessary:** We only use cookies that are necessary for the operation, security, and improvement of our Platform. We do not deploy unnecessary tracking technologies.

• **Vendor Compliance:** Third-party services that set cookies on our Platform are contractually required to comply with applicable privacy and security requirements.

12. UPDATES TO THIS COOKIE POLICY

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please revisit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Policy indicates when it was last updated. If we make material changes to this Cookie Policy, we will notify you by updating the date and, where appropriate, providing additional notice (such as displaying a notice on our Platform or sending you an email notification).

13. CONTACT INFORMATION

If you have any questions about our use of cookies or other technologies, please contact us:

Serelora Inc.

Privacy Office

1111B S Governors Ave #99442

Dover, DE 19904

United States

Email: **privacy@serelora.com**

Website: **https://serelora.com**

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