



Privacy Policy

Effective Date: January 1, 2025.

At Sela, we are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, engage with our services, or interact with us in any way.

1. Information We Collect

We may collect personal information from you in various ways, including when you interact with us through our website, sign up for newsletters, or use our services. The types of personal information we may collect include:

- Identification Information: Name, email address, phone number, and postal address.
- Financial Information: Investment preferences, transaction data, and other financial details necessary for providing tailored investment strategies.
- Usage Data: Information about how you use our website and services, including IP addresses, browser types, and device information.
- Cookies and Tracking Technologies: Information gathered via cookies (see Cookie Policy for more details).

2. How We Use Your Information

We use the information we collect for several purposes, including but not limited to:

Providing Services: To offer you personalized investment strategies, manage your investments, and provide updates on your portfolio.

- Communication: To respond to inquiries, send newsletters, and offer support.
- Improving Our Services: To analyse usage patterns, improve the functionality of our website, and enhance your user experience.

- Legal Obligations: To comply with applicable laws, regulations, and legal obligations.

3. Sharing Your Information

We do not share your personal information with third parties except in the following cases:

- Service Providers: We may share your information with trusted third-party service providers who assist us in operating our website and conducting our business (e.g., IT support, payment processing).
- Legal Requirements: We may disclose your information to comply with legal obligations, respond to claims, or protect our rights.
- Business Transfers: In the event of a merger, acquisition, or sale of all or part of our assets, your information may be transferred as part of that transaction.

4. Data Security

We take the security of your personal information seriously. We implement industry-standard measures to protect against unauthorized access, alteration, or destruction of your personal data. However, no method of data transmission over the internet is entirely secure, and we cannot guarantee absolute security.

5. Your Rights

As a user, you have the following rights regarding your personal information:

- Access: You can request access to the personal data we hold about you.
- Correction: You can request correction of inaccurate or incomplete information.
- Deletion: You can request deletion of your personal data, subject to legal or contractual obligations.
- Opt-Out: You can unsubscribe from marketing communications at any time. To exercise any of these rights, please contact us at dataprivacy@sela.io.

6. International Transfers

Your personal information may be transferred to, and stored at, a destination outside the UK. By using our services, you consent to the transfer of your personal information outside of the UK for the purposes outlined in this Privacy Policy.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and the "Effective Date" at the top will be updated. We encourage you to review this policy periodically for the latest information.