



Terms of Use

Effective Date: January 1, 2025.

These Terms of Use ("Terms") govern your access to and use of the website and services provided by Sela, a UK-based investment firm. By accessing or using our website and services, you agree to comply with and be bound by these Terms.

1. Services Provided

Sela offers investment strategies tailored to individuals and large-scale asset managers. Our services blend human insight with AI precision to drive wealth growth and optimize returns. All services are subject to the availability of resources and our discretion.

2. User Responsibilities

As a user, you agree to:

- Provide accurate and complete information when registering or using our services.
- Not use the website or services for any unlawful purpose or in violation of any applicable laws.
- Not attempt to interfere with the proper functioning of the website or access any part of it without authorization.

3. Account Registration

To access certain features, you may need to create an account with Sela. You are responsible for maintaining the confidentiality of your login credentials and all activities under your account.

4. Investment Advice and Risk

While we provide tailored investment strategies, all investments carry inherent risks. Sela does not guarantee any specific returns, and past performance is not indicative of future results. You should consult with a qualified financial advisor before making any investment decisions.

5. Intellectual Property

All content on our website, including but not limited to text, images, logos, and software, is owned by Sela or its licensors and is protected by intellectual property laws. You may not use, copy, or distribute any content without prior written consent from Sela.

6. Limitation of Liability

Sela shall not be liable for any direct, indirect, incidental, special, or consequential damages arising from your use of the website or services, including any errors or interruptions in service.

7. Termination

We may suspend or terminate your access to our services if you violate these Terms or for any other reason at our discretion.

8. Governing Law

These Terms are governed by the laws of the United Kingdom. Any disputes arising from these Terms shall be subject to the exclusive jurisdiction of the courts in the UK.

9. Changes to These Terms

We reserve the right to modify or update these Terms at any time. Any changes will be posted on this page, and the "Effective Date" at the top will be updated. We encourage you to review these Terms periodically for any updates.

10. Contact Us

If you have any questions about these Terms, please contact us at questions@sela.io. These policies and terms ensure that Sela operates transparently, respecting the rights of its users while providing clear guidelines on how services and data are managed.