

Privacy Policy

Effective Date: April 1, 2024

Sela AI, Inc ("Sela", "trysela.com", "us", "we", or "our") operates the website <http://www.trysela.com/> (the "Service").

This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data. We use your data to provide and improve the Service strictly in accordance with the provisions of US data privacy laws and the General Data Protection Regulation (GDPR) of the EU. By using the Service, you consent to the collection and use of information in line with this policy.

Information Collection And Use

We gather several types of information for various purposes to offer and enhance our Service to you.

**Types of Data Collected

**Personal Data

While utilizing our Service, we may ask you to supply us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

**Email address

- First name and last name
- Cookies and Usage Data

**Usage Data

We may also collect information on how the Service is accessed and used ("Usage Data"). This Usage Data may comprise details such as your computer's Internet Protocol address (e.g., IP address), browser type, browser version, our Service's pages that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers, and other diagnostic data.

**Tracking & Cookies Data

We use cookies and similar tracking technologies to monitor the activity on our Service and hold certain information.

Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you might not be able to use some portions of our Service.

Examples of Cookies we use:

- Session Cookies. We use Session Cookies to operate our Service.
- Preference Cookies. We use Preference Cookies to remember your preferences and various settings.
- Security Cookies. We use Security Cookies for security purposes.

Use of Data

Sela uses the collected data for various purposes:

- To provide and maintain the Service
- To notify you about changes to our Service
- To provide customer care and support
- To provide analysis or valuable information so that we can improve the Service
- To monitor the usage of the Service
- To detect, prevent, and address technical issues

Transfer Of Data

Your information, including Personal Data, may be transferred to – and maintained on – computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction.

If you are located outside the US and choose to provide information to us, please note that we transfer the data, including Personal Data, to the US and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Sela will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

****Disclosure Of Data****

Legal Requirements

Sela may disclose your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of Sela
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of users of the Service or the public
- Protect against legal liability

Security Of Data

The security of your data is crucial to us, but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we aim to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

Service Providers

We may employ third-party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform Service-related services, or to assist us in analyzing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Analytics

We use Google Analytics to monitor and analyze the use of our Service. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. Opting out of making your activity on the Service available to Google Analytics may be done by installing the Google Analytics opt-out browser add-on.

Links To Other Sites

Our Service may contain links to other sites not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

Changes To This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "effective date."

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy, please contact us by email: contact@trysela.com.