

Belka and Strelka
www.belkaandstrelka.com
Privacy Policy

1. Information about us

This Privacy Policy sets out how we will treat the personal information which you provide to us while using the website located at <http://www.belkaandstrelka.com/> (“**Site**”), the App known as “Belka and Strelka” (“**App**”), and/or the services provided from the Site or the App (“**Services**”). You are deemed to accept the terms of this Privacy Policy on your first use of the Site or the App.

The Site, the App, and all content within the Site and the App, are owned or controlled by Ellustria Limited (company number 10223743), 15 Stratton Street, London W1J 8LQ, United Kingdom (“**We**”, “**Us**”).

2. Information we collect from you

We may collect and process the following information about you including (without limitation) the following:

- name;
- address;
- date of birth;
- gender;
- e-mail address;
- phone number;
- IP address;
- your location;
- information that derives from your use of the Site such as details of your web-browser and operating system;
- financial information such as credit/debit card numbers;
- information you give us by filing in forms on the Site or by corresponding with us by phone, e-mail or otherwise, e.g. to receive newsletters and/or to enter competitions; and/or
- information we receive from other sources such as information you provide to our trusted partners.

All personal information we collect and hold about you will be processed by us in accordance with applicable law.

3. Uses made of the Information

We may use the information held about you in the following ways:

- to improve the Services and/or Site and/or the App;
- to carry out our obligations arising from any contracts entered into between you and us;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you.

Additionally, we and/or our trusted partners may contact you from time to time with offers that may interest you and/or to inform you of other products and services.

4. Disclosure of your Information

You agree that we have the right to share your information with:

- any member of our group (i.e. our subsidiaries, our ultimate holding company and its subsidiaries) from time to time;
- trusted partners and third parties including: business partners, suppliers and sub-contractors for the purposes set out above;
- advertisers and advertising networks that require the data to select and serve relevant adverts to you and others;
- analytics and search engine providers that assist us in the improvement and optimisation of the Site and/or the App; and/or
- any credit reference agencies for the purpose of assessing your credit score where this is a condition of us entering into a contract with you.

We may, from time to time, expand or reduce our business and this may involve the transfer of certain divisions or assets of our company to one or more others. Information provided by you will, where relevant, be transferred and the new owner will, under the terms of this Privacy Policy, be permitted to use such information in accordance with it.

5. Where we store your information

We will keep your information only for as long as is necessary. From time to time your information you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). You agree to this transfer, storing and/or processing. We will take all steps reasonably necessary to ensure that your information is treated securely and in accordance with this Privacy Policy. Please note that in respect of information transmitted to the US, we shall only transmit such information to entities that comply with the applicable requirements.

6. Cookies

Please see our Cookie Policy <https://goo.gl/i2FdMG>

7. Your Rights and Contact

If you have any queries about this Privacy Policy and/or if you do not want us to retain or use your information, you may withdraw your consent (i.e. "opt out") by writing to us at info@ellustria.com or at: Ellustria Limited, 15 Stratton Street, London W1J 8LQ, United Kingdom.

8. Links

The Site may, from time to time, contain links to and from external websites that we do not own or control. All these sites will have their own privacy policies which will apply to your use of those sites and their use of your information.

9. Access to Information

You have the right under the Data Protection Act to access information that we hold about you. Any access request will be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

10. Changes to our Privacy Policy

We reserve the right to change this Privacy Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Site and the App and, where applicable, you are deemed to have accepted the terms of any such amended Privacy Policy on your first use of the Site or the App following such alterations.