



Ellyra Ltd. Privacy Policy

Our contact details

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E-mail: contact@ellyra.com

The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details)
- Date of birth
- General location data consisting of city and country
- Performance data generated when using our product (for example, accuracy percentage, maximum and average spin and speed, etc)
- User engagement data (for example, number of logins per month, calories burned, etc.)



How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Account registration and confirmation
- Regulation compliance
- Categorizing users into regional groups for gameplay scenarios (for example tennis tournaments and virtual clubs)
- User engagement and product improvement

We also receive personal information indirectly, from the following sources in the following scenarios:

- User performance from the use of the software (for example tennis shot accuracy data, spin and speed data, calories burned, etc)
- Monthly user login frequency

We use the information that you have given us in order to enhance the user experience to give users access to local virtual events such as tennis tournaments as well as improve our product.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

(a) Your consent. You are able to remove your consent at any time. You can do this by contacting contact@ellyra.com

(b) We have a contractual obligation.

(c) We have a legal obligation.

(d) We have a vital interest.

(e) We need it to perform a public task.

(f) We have a legitimate interest.



How we store your personal information

Your information is securely stored on Google Firebase cloud servers.

We keep email address, date of birth, general location data, for the length of time that you are registered as a user, we will delete your data as soon as you unregister or request your data is deleted. We will then dispose your information by deleting it off our Firebase servers.



Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at contact@ellyra.com if you wish to make a request.



How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at contact@ellyra.com.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>