

# THE BUKU APP

## *privacy agreement*

### Privacy Agreement

Effective Date: 21 July 2025

Last Updated: 6 November 2025

Entity: The Buku App LLC (formerly Ecobuku LLC)

Contact: [contact@thebukuapp.com](mailto:contact@thebukuapp.com)

### 1. Who We Are

The Buku App LLC (“The Buku App,” “we,” “our,” or “us”) operates The Buku App mobile application and website (collectively, the “Service”).

Our mailing address is available upon request, please contact us at [contact@thebukuapp.com](mailto:contact@thebukuapp.com)

### 2. Overview

We respect your privacy and are committed to protecting your personal information. This Privacy Policy explains what data we collect, how we use it, how we share it, and your rights regarding your personal data.

By using The Buku App, you agree to the collection and use of your data as described in this Policy.

### 3. Data We Collect

We collect information directly from you, automatically when you use our Service, and from third parties.

#### A. Information You Provide

Account details: name, .edu email, university affiliation, phone number.

Listings and transactions: item or service listings, photos, prices, and descriptions.

Communications: messages, comments, survey responses, research participation, and support requests.

Payment details: through our payment partner (e.g., Stripe) for processing transactions.

Verification documents: if identity confirmation is needed.

#### B. Information We Collect Automatically

Device details (type, OS, browser, IP address).

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Usage data (pages viewed, time spent, actions taken).

Location data (if you consent via device settings).

### C. Information from Others

Other users (e.g., reviews, messages, or feedback).

Service providers (e.g., payment or fraud detection partners).

### 4. How We Use Your Data

We use your data to:

Provide, maintain, and improve the Service.

Facilitate buying, selling, and communication between users.

Verify identity and prevent fraud or abuse.

Send important updates or marketing communications (with your consent).

Conduct analytics and improve user experience.

Comply with legal and regulatory requirements.

We rely on the following legal bases for processing your data:

Performance of contract (providing the Service).

Legitimate interests (fraud prevention, security, and improvement).

Legal obligations (compliance with applicable laws).

Consent (marketing, location services, optional features).

### 5. Sharing Your Information

We share your data only when necessary:

Category	Purpose
Other Users	To complete transactions or facilitate communication.

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Service Providers	To process payments, verify identity, or provide customer support.
Advertising Partners	To measure or improve ad performance (with your consent).
Law Enforcement or Regulators	When legally required or to protect rights and safety.
Corporate Transactions	In case of a merger, sale, or reorganization.

We do not sell your personal information.

### 6. Marketing & Communication Preferences

You control how we contact you:

Email: unsubscribe anytime via the link in our emails.

Push Notifications: manage settings in your device or app preferences.

Surveys & Promotions: participation is always voluntary.

### 7. Data Retention

We keep your data only as long as necessary:

For active accounts, we retain data to operate the Service.

If you deactivate your account, we retain limited data for legal, technical, or fraud-prevention reasons.

After this period, we delete or anonymize your data.

For details on retention, contact [contact@thebukuapp.com](mailto:contact@thebukuapp.com).

### 8. Your Rights

Depending on your jurisdiction, you may have the right to:

Access the data we hold about you.

Request correction or deletion of your data.

Object to or restrict processing.

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Withdraw consent for processing (e.g., marketing).

Request data portability.

To exercise any rights, email [contact@thebukuapp.com](mailto:contact@thebukuapp.com).

We may verify your identity before fulfilling your request.

### 9. Children's Privacy

The Buku App is only available to users aged 13 or older.

We do not knowingly collect data from anyone under 13. If you believe a child under 13 has used our Service, contact [contact@thebukuapp.com](mailto:contact@thebukuapp.com) so we can remove their information.

### 10. Data Security

We use appropriate technical and organizational measures to protect your data against unauthorized access, loss, or misuse. However, no system is 100% secure, and you are responsible for safeguarding your account credentials.

### 11. Third-Party Links

Our Service may contain links to third-party websites. These sites have their own privacy policies, and we are not responsible for their content or practices. Please review their policies before providing personal data.

### 12. Updates to This Policy

We may update this Privacy Policy periodically.

If we make material changes, we'll notify you by email or through the Service. The updated version will be effective when posted.

### 13. Contact Us

For questions, feedback, or to exercise your rights:

[contact@thebukuapp.com](mailto:contact@thebukuapp.com)

Data Protection Officer

The Buku App LLC

Email: [contact@thebukuapp.com](mailto:contact@thebukuapp.com)