

## Privacy Policy — Dorm Mart

**Last Updated:** October, 2025

Dorm Mart is a UB-students-only marketplace that connects buyers and sellers. We do not process payments or handle delivery. This Privacy Policy explains what we collect, why, and how we protect it.

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### 1) Scope

This Policy applies to the Dorm Mart website/app (“Service”). By using the Service, you agree to this Policy and our Terms & Conditions.

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### 2) What We Collect

#### Account & Profile

- Name (first, last)
- UB email address (@buffalo.edu)
- Graduation month and year
- Optional preferences (e.g., promos opt-in)
- Listings, messages, reviews, and other user-generated content

#### Usage & Device

- Log data (IP, timestamps, pages/features used)
- Device/browser info
- Cookies/local storage identifiers

#### Support

- Messages you send to support and related metadata

**We do not collect:** payment card data, SSNs, or government IDs. Payments and delivery are strictly off-platform between users.

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### 3) How We Use Data

- **Account creation & authentication** (UB email verification)
  - **Operating the marketplace** (listings, search, messages, notifications)
  - **Security & abuse prevention** (rate limiting, fraud detection, incident response)
  - **Legal compliance** (lawful requests, enforcing Terms)
  - **Product analytics** (feature usage, performance)
  - **Communications**
    - Service/transactional emails (required)
    - Promotional emails (only if you opt-in; you can opt out anytime)
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### 4) Legal Bases (where applicable)

- Performance of a contract (provide the Service)
  - Legitimate interests (secure, improve, prevent fraud)
  - Consent (promotional emails, certain cookies)
  - Legal obligations (comply with law/enforce Terms)
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### 5) Sharing & Disclosure

We do **not** sell your personal information.

We may share:

- **Service Providers** (hosting, analytics, email delivery, error monitoring) under contracts that restrict use to our instructions.
- **Safety & Legal** (campus/public safety, lawful requests, rights enforcement).
- **Business Changes** (merger, acquisition, asset sale), with notice.

Your **public listings and profile details** are visible to other users. Direct messages are visible to the participants and system admins strictly as needed for trust & safety or legal compliance.

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## 6) Cookies & Tracking

- **Strictly Necessary** (auth/session, security): required.
  - **Analytics/Performance:** aggregated usage to improve UX (only with legitimate interest or consent, depending on jurisdiction).
  - **No third-party advertising cookies.**  
Your browser may offer “Do Not Track”; we currently do not respond to DNT signals.
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## 7) Data Retention

- **Account data:** retained while your account is active.
  - **Listings/messages/logs:** retained for operational, security, and audit needs; typically 12–24 months after deletion or account closure, unless required longer for legal reasons.
  - **Backups:** time-limited per backup rotation.
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## 8) Security

We implement administrative, technical, and physical safeguards appropriate to the risk (e.g., encryption in transit, access controls, monitoring, hardened configurations). No system is 100% secure. If we detect an incident, we will investigate, mitigate, notify affected users and authorities as required by law (e.g., NY SHIELD Act).

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## 9) Your Choices & Rights

- **Access/Update:** edit profile data in your account.
- **Delete:** request account deletion; we’ll remove or de-identify data not required for legal/security/audit purposes.
- **Opt-Out of promos:** unsubscribe links in emails or update preferences.
- **Copy/Portability/Restriction/Objection:** available where applicable law provides these rights.

Contact us (below) to exercise rights. We may verify your identity.

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## 10) Geographic Considerations

- **Hosting:** generally in the United States.
  - **International Students:** if you access from outside the U.S., your data will be processed in the U.S., which may have different protections than your country.
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## 11) Student Status & FERPA

Dorm Mart is a student-to-student marketplace and **not** an educational institution or service provider to UB for education records. FERPA generally does not apply to data you provide to us. Use discretion; do not share sensitive academic information on the platform.

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## 12) Minors

The Service is for **adults (18+)**. Do not use the Service if you are under 18.

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## 13) Third-Party Links & Off-Platform Transactions

Links to third-party sites and any **off-platform** communications, payments, or deliveries are outside this Policy. Review third-party privacy terms before sharing information.

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## 14) Changes to this Policy

We may update this Policy. Material changes will be posted with a new “Last Updated” date. Continued use means you accept the changes.

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