

# Meme Bull: Privacy Policy

Last updated: January 2026

## 1. Introduction

Meme Bull ("we," "our," or "us") operates the Meme Bull platform (the "Service"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our digital asset and social engagement platform. Your privacy is of paramount importance, and we are committed to protecting it through our compliance with this policy.

## 2. Information We Collect

**Personal Data:** Identifiable information such as email address, username, and, where necessary for financial compliance, identity verification data (KYC).

**Financial Data:** Public wallet addresses, transaction hashes, and token holdings (on-chain data). We do not collect private keys or seed phrases.

**Technical Data:** IP address, browser type, device information, operating system, and usage data through cookies and similar tracking technologies.

**Content Data:** Messages, posts, memes, and other content you generate or share on the platform.

## 3. How We Use Your Information

We use the collected data to:

Provide, operate, and maintain the Service.

Process transactions and manage your account.

Communicate with you (support, updates, security alerts).

Ensure security, prevent fraud, and comply with legal obligations (including Anti-Money Laundering/Combating the Financing of Terrorism (AML/CFT) where applicable).

Analyze and improve the Service's functionality and user experience.

## 4. Legal Basis for Processing (GDPR)

We process your data based on: (a) contractual necessity to provide the Service; (b) your consent (e.g., for marketing); (c) compliance with legal obligations; and (d) our legitimate interests in improving security and service functionality.

## 5. Information Sharing & Disclosure

We do not sell your personal data. We may share information with:

**Service Providers:** Trusted third parties who assist in operations (cloud hosting, analytics, customer support) under strict confidentiality agreements.

**Legal & Regulatory Authorities:** When required by law, subpoena, or to protect our rights, safety, or property.

**Business Transfers:** In connection with a merger, sale, or acquisition of company assets.

## **6. International Data Transfers**

Data may be processed in countries other than your residence. We ensure appropriate safeguards (like Standard Contractual Clauses) are in place for such transfers under applicable data protection laws.

## **7. Data Security**

We implement robust technical and organizational measures (encryption, access controls, security protocols) to protect your data from unauthorized access, alteration, or destruction. However, no internet transmission is 100% secure.

## **8. Data Retention**

We retain personal data only as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations (e.g., tax, AML records), resolve disputes, and enforce agreements.

## **9. Your Data Protection Rights**

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

Access, correct, or delete your personal data.

Restrict or object to processing.

Data portability.

Withdraw consent (where processing is based on consent).

To exercise these rights, contact us at [\[privacy@memebull.com\]](mailto:[privacy@memebull.com]).

## **10. Children's Privacy**

Our Service is not intended for individuals under the age of 18 (or the age of majority in their jurisdiction). We do not knowingly collect data from children.

## **11. Changes to This Policy**

We may update this policy periodically. The updated version will be posted with a new "Last Updated" date. Continued use of the Service constitutes acceptance.

## **12. Contact Us**

For privacy-related questions, contact our Data Protection Officer at:

Email: [\[privacy@memebull.com\]](mailto:[privacy@memebull.com])