

Privacy Policy

Traffic Bull · Digital Stars Ltd (C86214) · Version in force February 2021

Superseded — retained for reference only. See trafficbull.com/legal for the current version.

This Privacy Policy explains how TrafficBull ("we", "us", "our") collects, uses, and protects your personal data when you use our website and platform. We are committed to handling your data responsibly and in compliance with applicable data protection laws, including the GDPR where relevant.

1. Information We Collect

We may collect the following categories of information:

- Account data — name, email address, company, messenger handles and login credentials.
- Usage & campaign data — impressions, clicks, conversions, EPC and other performance metrics.
- Technical data — IP address, browser type, device information and cookies.
- Communications — information you provide when you contact us.

2. How We Use Your Information

We use your data to provide and operate the Service, process payments and payouts, deliver detailed targeting and reporting, prevent fraud and invalid traffic, communicate with you, and comply with legal obligations. We are accountable for every single click and use performance data to maintain transparency.

3. Legal Bases for Processing

Where the GDPR applies, we process personal data on the basis of contract performance, our legitimate interests in operating and securing the Service, your consent (for example, for certain cookies), and compliance with legal obligations.

4. Sharing of Information

We do not sell your personal data. We may share data with trusted service providers (such as hosting, analytics and payment processors), with advertising or publishing partners as necessary to deliver the Service, and where required by law or to protect our rights.

5. Data Retention & Security

We retain personal data only for as long as necessary for the purposes described in this policy or as required by law. We implement appropriate technical and organizational measures to protect your data against unauthorized access, loss or misuse.

6. Your Rights

Depending on your jurisdiction, you may have the right to access, correct, delete or restrict the processing of your personal data, to object to processing, and to data portability. To exercise these rights, contact us at monetization@trafficbull.com.

7. Cookies

We use cookies and similar technologies to operate and improve the Service. For details, see our [Cookie Policy](#).

8. Changes & Contact

We may update this Privacy Policy from time to time. For any questions or requests, contact us at monetization@trafficbull.com.