

Privacy Notice

Effective date: March 30, 2026

INTRODUCTION

BULLZI (“we,” “us,” or “our”) operates the website www.bullzi.co (the “Service”). BULLZI is a product of **BullishIQ**, a sole proprietorship based in California.

This Privacy Policy explains how we collect, use, and protect your information when you use our Service. By accessing or using BULLZI, you agree to the collection and use of information in accordance with this policy.

BULLZI is designed to help individuals build clarity in their career progression. As part of this, we collect and process certain data to generate insights, track development, and improve the user experience.

DEFINITIONS

- **Service:** The BULLZI platform available at www.bullzi.co
- **Personal Data:** Information that identifies or can identify an individual
- **Usage Data:** Data collected automatically from use of the Service
- **Cookies:** Small data files stored on your device

INFORMATION WE COLLECT

We collect information to operate, improve, and personalize the Service.

1. Personal Information

We may collect:

- First name and last name
- Email address
- University or educational information
- Career interests and target roles

2. Career Development Data (Core to BULLZI)

As part of the Service, we collect information you choose to provide, including:

- Experiences (projects, internships, activities, etc.)
- Reflections (what you learned, challenges, outcomes)
- Skills and competencies
- Feedback from others (if provided)

This data is used to help you track progress, build clarity, and generate insights about your development.

3. Usage Data

We automatically collect certain information when you use BULLZI, including:

- IP address
- Browser type and version
- Pages visited
- Time spent on pages
- Device identifiers

4. Cookies and Tracking Technologies

We use cookies and similar technologies to:

- Operate the platform
- Remember user preferences
- Analyze usage patterns

You can control cookie settings through your browser. Disabling cookies may affect functionality.

HOW WE USE YOUR INFORMATION

We use your data to:

- Operate and maintain the Service
- Personalize your experience
- Generate career insights and progression indicators
- Track activity and engagement over time
- Improve product functionality and performance
- Provide customer support
- Communicate updates, features, or relevant information

CAREER INSIGHTS AND DATA USE

BULLZI uses your data to generate insights about your career development, including:

- Activity tracking
- Skill development trends
- Progress indicators (e.g., momentum scoring)

These insights are designed to help you better understand your growth and readiness over time.

DATA OWNERSHIP AND CONTROL

You retain ownership of the information you provide.

- Your reflections and career entries are private by default
- We do not share personal reflections with third parties without your consent
- You control what information you choose to provide

DATA SHARING AND DISCLOSURE

We do **not sell, rent, or trade your personal data**.

We may share information only in the following cases:

Service Providers

We may use trusted third-party providers (e.g., analytics tools) to help operate the Service. These providers are contractually obligated to protect your data.

Legal Requirements

We may disclose information if required by law or to:

- Comply with legal obligations
- Protect our rights or property
- Prevent fraud or misuse

Business Transfers

If BullishIQ is involved in a merger, acquisition, or asset sale, your data may be transferred as part of that transaction.

DATA STORAGE AND SECURITY

Your data may be stored and processed in the United States.

We take reasonable measures to protect your information using industry-standard security practices. However, no method of transmission or storage is 100% secure.

ANALYTICS

We may use analytics tools (such as Google Analytics) to understand how users interact with the Service and improve performance.

You can opt out of Google Analytics tracking using available browser tools.

CHILDREN'S PRIVACY

BULLZI is not intended for individuals under the age of 18.

We do not knowingly collect personal data from minors. If we become aware of such data, we will take steps to delete it.

YOUR RIGHTS AND CHOICES

You have the right to:

- Access or update your information
- Request deletion of your data
- Opt out of communications
- Control cookie preferences

To make a request, contact us using the information below.

DO NOT TRACK (CALOPPA)

We do not currently respond to “Do Not Track” signals from browsers.

CHANGES TO THIS PRIVACY POLICY

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the “effective date” at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

CONTACT US

If you have any questions about this Privacy Policy, please contact us:

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