Privacy Policy

Rooted: University Hub

Last updated: May 27, 2025

This Privacy Policy describes the policies and procedures of Transformative Educational Experience Technologies DBA Tree Tech LLC regarding the collection, use, and disclosure of your information when you use Rooted: University Hub, and tells you about your privacy rights and how the law protects you.

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1. Interpretation and Definitions

Words with an initial capital letter have meanings defined below. These definitions apply whether the terms appear in singular or plural form.

Account — A unique account created for You to access our Service.

Application — Rooted: University Hub.

Company — Transformative Educational Experience Technologies DBA Tree Tech LLC, 14732 Carona Dr, Silver Spring, MD 20905.

Content — Any text, images, audio, video, or other material You post or share.

Device — Any computer, mobile phone, or tablet that can access the Service.

Marketplace — The in-app feature allowing Users to list, buy, and sell items or services.

Personal Data — Any information relating to an identified or identifiable individual.

Service — Refers to the Application.

University Partner — Any educational institution with a formal agreement with the Company, including Howard University.

You — The individual accessing or using the Service.

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2. Information We Collect

2.1 Personal Data You Provide

When You create an Account or use the Service, We may collect: full name and display name; university email address and/or personal email address; university affiliation, year, and major; profile photo and bio; password (stored in encrypted form); payment information processed by third-party processors — We do not store full card numbers; Content You post, messages You send, and listings You create.

2.2 Usage Data

Usage Data is collected automatically and may include: device type, operating system, and unique device identifier; IP address and approximate location; pages, features, and screens You visit; date, time, and duration of sessions; in-app actions such as event RSVPs, marketplace interactions, and messages sent; crash reports and diagnostic data.

2.3 Third-Party Social Media Services

You may register or log in through Google, Facebook, Instagram, Twitter/X, or LinkedIn. If You connect a third-party service, We may collect information already associated with that account — such as Your name, email, profile picture, and contact lists — to the extent permitted by that service.

2.4 Marketplace and Payment Data

When You buy or sell through the Marketplace, We collect transaction details such as item descriptions, prices, and transaction status. Payment processing is handled by third-party processors (e.g., Stripe). We do not store full payment card data on our servers.

2.5 Messaging Data

In-app messages are stored on our servers to deliver messages and maintain history. We do not sell message content to third parties or use it for advertising.

2.6 Events and RSVPs

When You RSVP to, create, or attend events through the Service, We collect Your RSVP status, attendance information, and any event-related content You submit.

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3. How We Use Your Information

We use Personal Data to: provide and operate the Service including account management, social feed, events, messaging, and marketplace; verify university affiliation; facilitate marketplace transactions and process payments; deliver in-app messages and push notifications; send service announcements and, where You have opted in, promotional messages; personalize Your

experience based on affiliation and activity; improve the Service through usage analysis and research; detect fraud and protect safety; and comply with legal obligations.

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4. How We Share Your Information

We do not sell Your Personal Data. We may share information: with other Users (your profile, posts, event activity, and listings are visible to other Users; messages are visible only to intended recipients); with University Partners (limited aggregate data for reporting — no individually identifiable data without Your consent except as required by law); with Service Providers bound by data protection obligations (cloud hosting, payment processors, analytics, communication services); in connection with a business transfer such as a merger or acquisition; and for legal reasons when required by law or to protect rights, property, or safety.

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5. Data Retention

We retain Your Personal Data while Your Account is active or as needed to provide the Service. If You delete Your Account, We will delete or anonymize Your Personal Data within 30 days, except where retention is legally required. Marketplace transaction records may be retained for up to 7 years. Usage Data is generally retained for 24 months then aggregated or deleted.

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6. Your Privacy Rights

Depending on Your location, You may have rights to: access a copy of Your Personal Data; correct inaccurate or incomplete data; request deletion of Your Personal Data (subject to legal retention requirements); receive Your data in a machine-readable format; and opt out of promotional communications at any time. To exercise these rights, contact Us at contact@tree-technologies.com. We will respond within 30 days.

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7. Children's Privacy

The Service is not directed to individuals under the age of 13. We do not knowingly collect Personal Data from children under 13. If We learn We have collected such data, We will delete it

promptly. Contact Us at contact@tree-technologies.com if You believe a minor has provided Us with Personal Data.

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8. Security

We implement commercially reasonable technical and organizational measures to protect Your Personal Data, including TLS encryption in transit, access controls, and regular security reviews. No method of transmission over the Internet is 100% secure and We cannot guarantee absolute security.

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9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify You of material changes by posting the updated policy in the Service and, where appropriate, by email or in-app notification at least 14 days before changes take effect. Continued use of the Service after the effective date constitutes acceptance of the updated policy.

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10. Contact Us

For questions about this Privacy Policy:

Email: contact@tree-technologies.com

Website: https://www.tree-technologies.com

Mail: Transformative Educational Experience Technologies DBA Tree Tech LLC, 14732 Carona Dr, Silver Spring, MD 20905