

Privacy Policy

Effective 8 August 2026 · Last updated 8 August 2026

Applies to the website at buzzmark.ai and the Buzzmark waitlist. The Buzzmark application is not yet publicly available.

1. Who We Are

This Privacy Policy applies to **Piik Labs AB**, a company registered in Sweden with organisation number 559577-8506 (the “Company”, “we”, “us”, “our”).

We operate the website at buzzmark.ai (the “Website”) and the Buzzmark waitlist (together, the “Services”).

As the entity that determines the purposes and means of processing your personal data, Piik Labs AB acts as the **data controller** under the EU General Data Protection Regulation (Regulation (EU) 2016/679, “GDPR”) and the Swedish Data Protection Act (lag (2018:218) med kompletterande bestämmelser till EU:s dataskyddsförordning).

1.1 Scope — which product this policy covers

Buzzmark is a Piik Labs brand. Piik Labs AB operates other products and services under separate brands, including BDYCTRL. This Privacy Policy applies only to buzzmark.ai and the Buzzmark waitlist. Other Piik Labs products are governed by their own separate privacy policies, and the processing described here does not extend to them.

1.2 Stage of the product

The Buzzmark application is in development and is not publicly available. At present the only personal data we process is what is described in this Policy: your email address if you join the waitlist, and the server logs generated by visiting the Website. We do not yet offer accounts, subscriptions, content generation, or connections to your social media channels.

When the application launches, this Policy will be replaced by a new version describing the processing the product actually performs at that point. We will notify waitlist members by email before that version takes effect, in accordance with section 11.

1.3 Contact

Data controller	Piik Labs AB
Organisation number	559577-8506
VAT number	SE559577850601
Registered address	Box 691, 414 52 Göteborg, Sweden
Privacy enquiries	privacy@buzzmark.ai
Legal and compliance	legal@buzzmark.ai

Data Protection Officer. We have not designated a Data Protection Officer under Article 37 GDPR, as we are not required to do so. All privacy matters are handled directly by the Company and should be directed to privacy@buzzmark.ai.

2. Scope of This Policy

This Policy applies to all personal data we collect when you visit the Website, join the waitlist, or contact us. It does not apply to third-party websites or services linked from the Services, including the social media platforms on which we maintain accounts.

3. Personal Data We Collect

3.1 Data you provide

Data	When we collect it
Email address	When you submit the waitlist form on buzzmark.ai . This is the only field the form collects.
Anything you choose to include in a message to us	When you email us at one of the addresses in section 1.3.

We do not ask for your name, company, phone number, postal address, or payment details, and the waitlist form does not accept them.

3.2 Data collected automatically

Data	Why
IP address, browser type and version, operating system, referring page, pages requested, and timestamps	Generated as ordinary server logs by our hosting provider when your browser requests a page. Used to operate, secure and troubleshoot the Website.
Email engagement data — whether an email we sent was delivered, opened, or had a link clicked, and the approximate location and device derived from that interaction	Recorded by our email provider when we send you a waitlist email. Used to understand whether our emails are reaching people and working, and to identify delivery problems.

We do not use any third-party website analytics service, advertising network, tracking pixel, or retargeting technology on the Website.

3.3 Data we do not collect

For the avoidance of doubt, at this stage we do not collect or process: special category data as defined in Article 9 GDPR; location data beyond what can be inferred from an IP address; the content of your social media accounts; payment or card data; or data about children.

4. How and Why We Use Your Data

We process your personal data only where we have a lawful basis to do so under Article 6 GDPR.

Purpose	Data used	Lawful basis
Adding you to the Buzzmark waitlist and confirming that we have done so	Email address	Consent — Art. 6(1)(a). You give it by submitting the form.
Sending you occasional updates about Buzzmark, including notifying you when access opens	Email address, email engagement data	Consent — Art. 6(1)(a). Withdrawable at any time via the unsubscribe link in every email.
Operating, securing and troubleshooting the Website, and preventing abuse of the waitlist form	Server log data	Legitimate interests — Art. 6(1)(f). Our interest is in keeping the Website available and free from abuse.
Responding to you when you contact us	Your email address and the content of your message	Legitimate interests — Art. 6(1)(f), or performance of a contract where your message relates to one.
Complying with our legal obligations, and establishing or defending legal claims	Whichever of the above is relevant	Legal obligation — Art. 6(1)(c); legitimate interests — Art. 6(1)(f).

We will not use your waitlist email address for anything else. We do not sell it, rent it, trade it, or share it with other companies for their own marketing. Joining the Buzzmark waitlist does not add you to the mailing list of any other Piik Labs brand.

Automated decision-making. We do not carry out automated decision-making producing legal or similarly significant effects concerning you, within the meaning of Article 22 GDPR.

5. Third-Party Services and Data Sharing

We do not sell your personal data. We share data only with service providers who process it on our behalf under data processing agreements, and where required by law.

5.1 Service providers (data processors)

Website hosting

- **Vercel Inc. (USA)** — hosting of the buzzmark.ai website. Server logs are generated and retained by Vercel in the course of serving the site. Our project is configured to use Vercel's EU region. Data processing agreement in place. Review: vercel.com/legal/privacy-policy

Waitlist and email

- **Loops, Inc. (USA)** — storage of the waitlist itself and delivery of waitlist email. Loops holds your email address, the date you joined, the source tag identifying you as a buzzmark.ai waitlist signup, your subscription status, and the engagement data described in section 3.2. Loops processes this data as

our processor under a data processing agreement incorporating the European Commission's Standard Contractual Clauses. Review: loops.so/privacy

- **Amazon Web Services, Inc. (USA)** — acting as Loops' sub-processor for the actual transmission of email through Amazon SES. Email we send to you is delivered through this infrastructure from the mail.buzzmark.ai subdomain.

Mailbox and correspondence

- **Microsoft Ireland Operations Limited** (Ireland) provides Microsoft 365, which hosts the mailboxes behind privacy@buzzmark.ai and legal@buzzmark.ai and therefore stores your message and our reply if you write to us. Microsoft processes this data as our processor under the Microsoft Products and Services Data Protection Addendum. Under Microsoft's EU Data Boundary, customer data for Microsoft 365 is stored and processed within the EU and EFTA; limited transfers continue outside it for remote administration and global security operations, covered by the Standard Contractual Clauses in that Addendum. Review: microsoft.com/privacy

That is the complete list. We use no analytics provider, no advertising provider, no customer relationship management system, and no AI provider in connection with the Website or the waitlist.

5.2 Disclosure required by law

We may disclose your personal data to law enforcement, regulatory authorities, or courts where we are legally required to do so. We will notify you of any such disclosure where legally permitted.

5.3 Business transfers

In the event of a merger, acquisition, or sale of all or part of our assets, your personal data may be transferred to the acquiring entity. We will notify you before your data is transferred and becomes subject to a different privacy policy.

5.4 Changes to our service providers

We may add, replace, or remove service providers over time. Where a change is material — for example, where a new provider introduces a transfer outside the EEA, or processes a category of data not described here — we will update this Policy and notify you in accordance with section 11.

6. International Data Transfers

Piik Labs AB is based in Sweden. Some of our service providers are established outside the European Economic Area (EEA), including in the United States.

When we transfer personal data outside the EEA, we ensure appropriate safeguards are in place, including:

- Standard Contractual Clauses approved by the European Commission;
- Transfers to countries covered by an EU adequacy decision, including certification under the EU–U.S. Data Privacy Framework where applicable;
- Supplementary technical and organisational measures where required.

Specifically, the transfer of your email address and engagement data to Loops, and onward to Amazon Web Services as Loops' sub-processor, is covered by Standard Contractual Clauses, as are the limited transfers Microsoft makes outside the EU Data Boundary for remote administration and security operations. Vercel is a US-incorporated company, but our website project is configured to use its EU region. You may request a copy of the applicable safeguards by contacting privacy@buzzmark.ai.

7. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes described in this Policy, or as required by law.

Data	Retention
Waitlist email address and subscription status	Until you unsubscribe or ask us to delete it, or until 24 months after your last interaction with one of our emails, whichever comes first. If we decide not to launch Buzzmark, we will delete the waitlist within 90 days of that decision.
Email engagement data	Deleted with your contact record, and in any case no later than 24 months after the interaction.
Server logs	Retained by our hosting provider for a short operational period, typically no more than 30 days, then deleted.
Email correspondence with us	Up to 24 months after the matter is closed, or longer where needed to establish, exercise or defend a legal claim.

Unsubscribing removes you from the mailing list. If you also want your contact record deleted entirely, tell us at privacy@buzzmark.ai and we will erase it.

8. Your Rights Under the GDPR

As a data subject in the EU/EEA, you have the following rights. We will respond to all requests within one month.

- **Access (Art. 15)** — obtain a copy of the data we hold about you.
- **Rectification (Art. 16)** — correct inaccurate or incomplete data.
- **Erasure (Art. 17)** — delete your data. For the waitlist, this means removing your contact record entirely.
- **Restriction (Art. 18)** — limit how we process your data in certain circumstances.
- **Portability (Art. 20)** — receive your data in a structured, machine-readable format.
- **Objection (Art. 21)** — object to processing based on our legitimate interests, and to direct marketing at any time.

- **Withdraw consent (Art. 7)** — at any time, using the unsubscribe link in any email we send you or by contacting us. Withdrawal does not affect processing carried out before you withdrew.

To exercise any of these rights, contact privacy@buzzmark.ai. You may also lodge a complaint with the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY) at imy.se, or with the supervisory authority where you live.

9. Cookies and Tracking Technologies

The Website sets no cookies. It runs no advertising cookies, tracking pixels, retargeting technologies, or website analytics service of any kind. There is no consent banner because there is nothing to consent to.

Server logs generated by hosting — IP address, browser type, and pages requested — are processed to operate and secure the site, as described in section 3.2. These are not cookies and are not used to track you across sites.

The waitlist form posts your email address directly to our own server, which passes it to Loops. It sets no cookies and loads no third-party script into the page.

If we introduce analytics, advertising pixels, retargeting, or any other technology requiring consent, we will update this section and implement a consent management solution before any such tracking begins.

10. Data Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction. These measures include:

- Encryption of data in transit using TLS 1.2 or higher, enforced across the whole Website;
- Authenticated sending domains with SPF, DKIM and DMARC configured for mail.buzzmark.ai;
- Access to the waitlist restricted to the smallest number of people who need it, protected by multi-factor authentication;
- Credentials for our service providers held in secret storage and never committed to source code;
- Selection of processors who offer appropriate security guarantees under Article 28 GDPR.

No method of transmission or storage is completely secure. If a personal data breach occurs that is likely to result in a risk to your rights and freedoms, we will notify the Swedish Authority for Privacy Protection within 72 hours, and notify you directly where the breach is likely to result in a high risk to you.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we make material changes, we will:

- Update the “Last updated” date and the version number at the top of this document;
- Notify you by email if you are on the waitlist;
- Where required by law, seek your renewed consent.

As stated in section 1.2, the launch of the Buzzmark application will be a material change, and a new version of this Policy will be issued and notified before it takes effect.

12. Children's Privacy and Minimum Age

You must be at least 16 years old to join the waitlist. The Services are directed at businesses and the people who run them, not at children, and we do not knowingly collect personal data from anyone under 16.

The waitlist form collects only an email address, so we cannot verify age at the point of signup. If you believe a person under 16 has provided us with personal data, contact us at privacy@buzzmark.ai and we will investigate and delete that data promptly.

13. Users Outside the EEA

The Services are operated from Sweden and are designed around EU data protection standards. If you use the Services from outside the EEA, your personal data will be processed in the EEA and in the other locations described in section 6. Depending on where you live, you may have additional or different rights under local law. Contact us at privacy@buzzmark.ai and we will tell you what rights apply to you and help you exercise them.

14. Governing Law and Jurisdiction

This Privacy Policy is governed by the laws of Sweden and the European Union, including the General Data Protection Regulation (EU) 2016/679 and the Swedish Data Protection Act (lag (2018:218)).

Any disputes arising from this Policy are subject to the jurisdiction of the Swedish courts, without prejudice to your rights as a consumer under applicable mandatory law in your country of residence.

15. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Company	Piik Labs AB
Organisation number	559577-8506
VAT number	SE559577850601
Address	Box 691, 414 52 Göteborg, Sweden
Privacy enquiries	privacy@buzzmark.ai
Legal and compliance	legal@buzzmark.ai
Supervisory authority	Integritetsskyddsmyndigheten (IMY) — imy.se · imy@imy.se

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