

Privacy Policy

Effective Date – 25-Oct-2025

B2U.LK (PVT) LTD (“we,” “our,” or “us”) values your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit or use our website www.b2u.lk.

By using the Website, you agree to the practices described in this Privacy Policy.

Information We Collect

We may collect the following types of information:

a) Personal Information:

- Name, email address, phone number, billing/shipping address
- Payment information (processed securely via third-party providers)

b) Non-Personal Information:

- Browser type, device type, IP address, operating system
- Pages visited, time spent on the Website, and navigation behaviour

c) Cookies and Tracking Technologies:

- We may use cookies and similar technologies to improve user experience, analyse trends, and personalize content.

How We Use Your Information

We use the information we collect to:

- Provide, operate, and maintain our website
- Process orders and payments
- Communicate with you about your orders, updates, and promotions
- Improve our website, products, and services
- Prevent fraudulent activities and ensure security
- Comply with legal obligations

Sharing Your Information

We do not sell, trade, or rent your personal information to third parties. However, we may share your information in the following cases:

- With service providers who help us operate the Website, process payments, or deliver services
- When required by law or legal proceedings
- In connection with a merger, acquisition, or sale of assets

Data Security

- We implement reasonable technical and organizational measures to protect your information from unauthorized access, loss, misuse, or disclosure.
- However, no method of transmission over the Internet or electronic storage is 100% secure. We cannot guarantee absolute security.

Your Rights

You have the right to:

- Access, correct, or update your personal information
- Request deletion of your personal information
- Opt-out of marketing communications
- Withdraw consent for certain data processing (where applicable)

To exercise these rights, please contact us at info@b2u.lk.

Third-Party Links

Our website may contain links to third-party websites. This Privacy Policy does not apply to those websites. We encourage you to review their privacy policies before providing any personal information.

Children's Privacy

The Website is not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If we discover that we have collected information from a child, we will delete it immediately.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be effective immediately upon posting on the Website. Your continued use of the Website constitutes acceptance of the updated Privacy Policy.

Contact Us

If you have any questions about this Privacy Policy or how your data is handled, please contact us:

B2U.LK (PVT) LTD

Email: info@b2u.lk

Phone: +94 75 2522 936

Address: 331/C, Ramiya Rd, Welipenna, Matugama, Sri Lanka.