Livestock MARKETS

Buy and sell livestock online. See the animal before you pay.

Privacy Policy

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Online Livestock Markets (livestockmarkets.co.ke) · last updated 31 October 2026

Your money is protected: Your deposit and the balance stay with Livestock Markets until you have the animals you ordered. When they arrive, check them against your order (kind, breed, sex, age, number, condition and papers), then confirm. If they are not what you ordered, or do not arrive, your money comes back to you. Paying through Livestock Markets keeps this protection.

We respect your privacy and handle personal data in line with the Kenya Data Protection Act, 2019. This page explains what we collect, why, who can see it and what you can ask us to do.

1. Who we are

Online Livestock Markets is run by Muling Company Ltd, Syokimau, Machakos County, Kenya. Write to admin@livestockmarkets.co.ke for anything in this policy.

2. What we collect

- Account details: first name, surname and any other names, email, phone number (with your country's dialling code), country, location and the type of account you choose; optionally your livestock premises ID. If you sign in with Google we receive your name and email from Google.
- Listings: the details, photos and pickup location you enter when you sell.
- Offers and bids: what you offer or bid, when, and your approximate area worked out from your internet connection. The area is looked up on our own server from a copy of a public IP-address database (IP Geolocation by DB-IP); your address is not sent to any outside service.
- Payments: the M-Pesa (or card) transaction reference, amount and phone number used. We never see your M-Pesa PIN or card details.
- Verification documents: if you apply to be a verified seller, your ID and a farm or business document.
- Ownership declarations: the date and time you confirmed that you own what you list.
- Drivers: driving licence, vehicle insurance, your photo and vehicle details; your current location when you open your jobs page or respond to a request, and your positions during a trip (the trip trail).
- Reports: the facts you give, the date, any evidence file you attach, your declaration and your connection address.
- Reviews of the platform: your stars and comment.
- Auction sales: if you apply as an auctioneer, your organisation, licence or letter of authority; if you register to bid, your paddle number, deposit, automatic or absentee limits, and the invoices for what you buy.
- Videos you add to a listing (the location and device information phones store in them is removed when we make them smaller).
- Notifications we show you in the platform and your alert settings (SMS or e-mail when outbid or before a lot closes).
- Transport through the platform: the pickup and destination, the animals, each driver's bid, the amount agreed by our transport team, the trust payment, every step of the trip, the seller's confirmation that they were paid (or their report that they were not) and the payment made to the driver (amount, transfer cost and reference).
- Vet assessments: the request, the vets told about it and their applications (price, visit date, note), the appointed vet, the certificate the vet uploads with its number, date, result and findings, and our check of it.
- Walk-in bidders at an auction venue: the name, phone number and (optionally) ID number the auctioneer records to issue a paddle.
- Messages we send you: a copy of each e-mail, SMS, WhatsApp message and phone notification, with its delivery

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status from the provider, the language you chose for messages and your WhatsApp choice. If you turn on notifications on a phone or computer, the browser's notification address for that device.

- Saved searches: the filters you save and when we last alerted you.
- Money you take out: the M-Pesa number and amount of each withdrawal or refund to M-Pesa, and Safaricom's transfer result and reference. Tax invoices are registered with the Kenya Revenue Authority (eTIMS) with the amount and your name where the law requires it.
- Auction fairness: for each bid, the connection address and a random number stored in your browser (the lv_dev cookie), so we can spot one person bidding under several accounts; the result of each auction (paid and collected, or not completed) and any report that a winner did not respond.
- Buyer record: how many deals you completed and how many failed because the buyer did not come or pay.
- Transport claims and insurance: the claim, photos and any vet report you send; a driver's declaration of insurance for livestock in transit and its policy number; the delivery code check and the drop-off photo.
- Vet registration: the result and date of our automatic check of a vet's registration number on the Kenya Veterinary Board register, at approval and once a year; the ear tags, vaccinations and checks a vet records on a certificate; the payment to the vet when the seller pays through the platform.
- Phone menu (USSD): your phone number and the menu choices you make.
- Passwords: stored only as one-way scrambled codes (we cannot read them), with the last three kept in the same form so they cannot be reused.
- Security records: connection address, browser, page and the reason when a form is refused, a sign-in fails or an upload is blocked.
- Messages you send through Contact us, and technical data such as cookies, browser and pages visited.
- Help button and support requests: what you ask and our answers. If you ask without an account ("I'm new here"), the name, phone number and e-mail you give, the topic, and the date and time you agreed that our team may contact you about that question.
- Website assistant: the questions signed-in members type into the chat and the answers given.
- Disputes: what each side says, the evidence files they attach and the team's decision.
- Requests (Request Board): the requests you post (kind, breed, age, number, county, budget, date, notes and, if you give one, your business name). If you post without an account: your name, phone and e-mail, the code we send to confirm your phone, and the account we make from them. Offers sellers send (number, price, notes, availability, delivery, papers), their status, the fee paid, and the messages on each offer.
- Tailored For You (only if you allow preferences in the cookie banner): a random number in a cookie (lv_aid) and, on our server, the listings and requests you opened, photos you looked through, filters you used and offers you started, with their kind, breed and county. No name and no internet address are kept with it until you sign in; then it is linked to your account.
- Partner offers: if you ask for an insurance, credit or transit-cover offer and tick the box to share your details, your name, phone and the deal or listing it is about.
- Price alerts: the kinds of animals and the areas you choose, and your phone number or WhatsApp choice.
- Safe pay (when offered): the deal, the amount held in trust, each step (paid, handed over, confirmed, released or refunded) and the M-Pesa reference of the payment to the seller or the refund.

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3. How we use it

To run your account, publish your listings, tell sellers about offers, take and confirm payments, check sellers who ask to be verified, prevent fraud, answer your messages and improve the site. We do not sell your personal data.

4. Who can see what

- Public: your listings (animal details, photo, price, general location). Never your phone or email.
- Sellers see a buyer's area and offer, but not the name or phone, until contacts are unlocked for that deal (the buyer pays one deal fee whenever one is in force; see What you pay). Then each side sees the other's name and phone, and the buyer sees the exact pickup point.
- Buyer record and auction history: sellers who receive your offer see your buyer record (deals completed and not completed). Each seller's auction history (auctions run, sold and completed) is shown on their auctions.
- Results show a buyer as a first name and initial only.
- Offers: until a seller accepts an offer, the buyer sees the seller as an anonymous member with the general area only. After acceptance (and any contact fee) each side sees the other's name, phone and, for the buyer, the pickup point and premises ID. A gate-pass check at /verify shows the deal reference, the animals and first names only, never phone numbers.
- Auction sales: the auctioneer of a sale sees the name, phone and paddle number of each registered bidder, the absentee limits left with them and the invoices of the sale. Other bidders see paddle numbers only.
- Fraud reports: a member suspended after a fraud report is told the reason and the report number, never the name of the member who reported them.
- Verification documents are stored privately, outside the public web folder, and opened only by administrators. Each view is logged.
- Transport: drivers near the pickup point see the request (areas, animals, date, distance) but not the buyer's or seller's phone. Bids and drivers' phone numbers are seen only by our transport team. Once a driver is secured, the seller sees the driver's name, phone and vehicle; once the transport is paid, the buyer sees the driver's name, phone and vehicle, and the driver sees the seller's and the buyer's name and phone to collect and deliver. During a trip the buyer and the seller (and anyone they give the private tracking link to) see the driver's position until delivery.
- Reviews appear on the home page with your first name, member type and area, never your phone or e-mail.
- Requests: a request is public (what is wanted, where, budget, date and the number of offers) but never shows who posted it: always "A buyer". Offers are confidential: only the buyer who posted and the seller who sent it see them, with the seller shown as Seller A, B... with their rating and verification. Phone numbers and e-mails in offers and messages are hidden until the buyer shares their phone or the deal fee opens the contacts, as for any deal.
- Tailored For You is used only to choose the listings and requests we suggest to you; it is never shown to anyone else or shared. Stop it with "Essential only" on the Cookies page (which also deletes it), or delete it there at any time. We do not record it when your browser sends Global Privacy Control.
- Partner offers: your details go to the partner named on the offer only when you tick the box to share them.
- Data service: institutions that subscribe receive market statistics (prices, numbers, areas, trends) only, never names, phone numbers, e-mails or anything else that identifies a member.
- Help and support requests are seen only by our support team.
- Report evidence and security records are seen only by administrators; viewing evidence is logged.
- Vets: approved vets near the animal see the request (the animal, its area and the distance) but not the seller's phone.

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The seller sees the applying vets' names, practices, registration numbers and prices. Once a vet is appointed, the seller and the vet see each other's name and phone. A Vet-verified listing shows publicly the vet's name, practice, registration number and area, never their phone. Certificates are stored privately and opened only by the seller, the appointed vet and administrators.

5. Who we share data with

Only service providers we need: payment providers (Safaricom M-Pesa, including M-Pesa transfers to you, and, where switched on, PayPal), SMS, USSD and e-mail providers (Africa's Talking and our mail service), Meta when you choose WhatsApp messages, the notification service of your browser (Google, Apple or Mozilla) when you turn on notifications, the Kenya Revenue Authority for tax invoices, Google (sign-in and advertising), our hosting provider and the storage provider that keeps our encrypted backup copies. They may use the data only to provide their service. We may also disclose data where the law requires it. To work out your country from your connection address we use a list kept on our own server, so that address is not sent to anyone.

6. Cookies

We use cookies to keep you signed in, to protect forms and auctions, and to remember your language, currency and chosen role. Google may use cookies to show adverts. The full list is on the Cookies page. You can block cookies in your browser, but sign-in will not work without the essential ones.

7. How long we keep it and how we protect it

Trip trails are deleted 60 days after the trip. Security records are kept for up to 12 months. Copies of the messages we send are kept for 90 days, then deleted. Backup copies of the database are encrypted, kept for 14 days and then deleted.

- Website assistant conversations: 6 months, then deleted.
- Evidence files of closed concerns and disputes: 24 months, then the files are deleted (the decision is kept).
- Papers of drivers no longer active: 24 months, then deleted.
- Closed or expired requests: 12 months, then deleted with their offers and messages (offers that became deals stay with the deal).
- Tailored For You history: 12 months, then deleted.
- Partner-offer leads: 24 months, then deleted.
- Price-alert sign-ups no longer running: 12 months, then deleted.
- Name, phone and e-mail given on the Help button without an account: 12 months after the question is closed, then removed (the question itself is kept without them).
- Payments, orders, invoices, receipts, Safe pay records, tax records and the audit trail: at least 7 years, as tax law requires.

Listing photos carry a "Livestock Markets" mark and have their hidden location data removed. We keep account and deal records for as long as needed to run the service, resolve disputes and meet legal duties, then delete or anonymise them. Passwords are stored hashed, pages use HTTPS and access to personal data is limited to administrators.

8. Your rights

You may ask to see the data we hold about you, correct it, or have it deleted, and you may object to how it is used. Write to the email above from the address on your account. You also have the right to complain to the Office of the Data Protection Commissioner.

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9. Changes

If we change this policy we will update the date above and, for important changes, post a notice in Livestock News. See also our Terms & Conditions.

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