

Privacy Policy

How Oh-Good collects, uses, shares and protects your personal information — for advertisers, influencers and every visitor to the platform.

Effective
August 21, 2026

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August 21, 2026

01 Information We Collect

1.1 — Account Information

- Email address and password (hashed)
- Social login profile information (Kakao, Naver) — name, email and account ID, as permitted by your social login settings
- Role selection (Advertiser / Influencer), and creator or agency verification documents (for Influencers)
- Contact and payment information — bank account or digital wallet details for Influencer payouts; payment method data is processed by our payment gateway and is not stored by us

1.2 — Profile & Campaign Information

- Influencer data — profile name, representative channel (TikTok/Facebook), follower count, average engagement rate, genre tags, introduction text, three representative video URLs, and performance data automatically collected via TikTok/Facebook APIs (views, likes, shares, comments, watch time, regional reach)
- Campaign data — campaign requests, messages, uploaded files and creative content, campaign period and status
- Report data — free (B-1) and paid (B-2) campaign reports, including PDF reports

1.3 — Transaction Information

- Points top-up history, package type (S1/S2/S3), bonus points issued, escrow status, campaign payment records, payout requests, withholding tax records, and commission deductions
- Currency display preference (e.g., MMK for Myanmar users) and related settings

1.4 — Technical & Usage Data

- IP address, device type, browser type, access logs, cookie data, and Platform usage patterns (pages viewed, searches, clicks)

02 How We Use Your Information

We use your personal information to:

- Provide accounts, authentication, and role-based access (Advertiser / Influencer / Admin);
- Operate the points, escrow, and payout systems, including bonus point calculation, tax withholding, and monthly payout processing;
- Display Influencer Profiles and automatically update channel performance data via third-party APIs;
- Process campaign requests, report generation and approval, and notifications (campaign, payout, approval alerts);
- Detect fraud, fake engagement, prohibited conduct, and secure the Platform;

- Comply with legal, tax, and accounting obligations;
- Improve the Platform, develop analytics features, and — with your consent where required — send marketing communications.

Legal Bases

For users in jurisdictions requiring them: performance of contract (operating your account and transactions), legitimate interests (security, fraud prevention, service improvement), legal obligation (tax and accounting records), and consent (optional marketing, non-essential cookies).

03 Cookies & Tracking

- Essential — login session, points balance, security
- Functional — language and currency display preferences (e.g., MMK)
- Analytics — aggregated usage statistics to improve the Platform

You can manage cookies through your browser settings; essential cookies cannot be disabled without breaking core functionality.

04 How We Share Your Information

Recipient	Purpose	Data Shared
Payment gateway providers	Points top-up processing	Transaction and payment data (per their privacy policies)
TikTok / Facebook (Meta) APIs	Collecting public channel performance data	Public channel metrics; your account is not shared without your SNS connection
Kakao / Naver	Social login	Authentication data
Amazon Web Services (AWS)	Cloud hosting and file storage (videos, reports, uploads)	Stored platform data
Tax authorities / auditors	Withholding tax (3.3%) and legal compliance	Influencer payout and tax records, as required by law
Advertisers ↔ Influencers	Operating campaigns	Each party shares the campaign details they submit (messages, files, reports) as part of the collaboration

We do not sell your personal information to third parties. We may also disclose information: (a) to comply with law, legal process, or government requests; (b) to enforce these Terms; (c) to protect the rights, property, or safety of Oh-Good, our users, or the public; (d) in connection with a merger, acquisition, or asset sale (with notice).

05 International Data Transfers

We operate across multiple countries (currently Myanmar, expanding across Southeast Asia). Your information may be transferred to and stored on servers located in Korea / the AWS Asia-Pacific region and processed by our service providers in other countries. Where required, we will apply appropriate safeguards such as contractual data protection terms with our processors.

06 Data Retention

- Account data — retained while your account is active; deleted or anonymized within 90 days of account closure, except where retention is required by law.
- Transaction, payout, and tax records (including 3.3% withholding records) — retained for the period required by applicable tax/accounting law (typically 5 years in Korea).
- Campaign content and reports — retained as needed to provide services; archived content under S3 packages is retained per your archiving settings.
- Influencer performance data — updated automatically via API; historical snapshots retained per your settings or legal requirements.
- **Data Destruction** — Personal information stored in electronic file form is permanently deleted using methods that prevent its recovery or reconstruction.

07 Your Rights

Subject to applicable law in your jurisdiction, you may:

- Access the personal information we hold about you;
- Correct or update inaccurate information;
- Delete your account and personal data (subject to legal retention obligations, e.g., tax records);
- Withdraw consent for marketing or optional cookies at any time;
- Object to or restrict certain processing;
- Request data portability of information you provided to us.

To exercise these rights, contact privacy_oh-good@tam79.co.kr. We will respond within 30 days.

08 Children's Privacy

The Platform is not intended for anyone under 18. We do not knowingly collect personal information from children. If we learn we have done so, we will delete that information promptly. Influencers must meet minimum age requirements on their respective social platforms.

09 Security

We implement reasonable technical and organizational safeguards, including encrypted transmission (TLS/SSL), hashed passwords, role-based access controls separating Admin / Influencer / Advertiser data, and secure cloud infrastructure (AWS). However, no system is perfectly secure, and we cannot guarantee absolute security.

10 Governing Law & Jurisdiction

This Privacy Policy, and any dispute arising out of or relating to it or to Oh-Good's collection, use, or processing of your personal information, is governed by the laws of the Republic of Korea, without regard to its conflict-of-laws principles — except where the mandatory data protection or consumer protection laws of your country of habitual residence require the application of local law to matters within their scope (see Section 11).

Subject to that carve-out, any dispute that cannot be resolved informally shall be submitted to the exclusive jurisdiction of the competent courts of the Republic of Korea, specifically the Seoul Central District Court. Nothing in this Section limits any right you may have to bring a claim before a data protection authority or consumer protection body in your own country where applicable law guarantees that right.

11 Country-Specific Data Protection Provisions

This Section supplements the rest of this Privacy Policy with provisions specific to the countries in which we currently operate. Where a provision in this Section conflicts with another Section of this Policy for users in the relevant country, this Section controls to the extent required by local law.

11.1 — Republic of Korea (Personal Information Protection Act)

- **Applicable Korean Privacy Law.** Oh-Good Co., Ltd. processes personal information in accordance with the **Personal Information Protection Act of the Republic of Korea (PIPA)**, in addition to the general privacy practices described in this Policy.

- **Cross-Border Data Transfers.** Where personal information is transferred outside the Republic of Korea (see Section 5, International Data Transfers), Oh-Good will provide the disclosures and apply the safeguards required under applicable Korean law, including **Article 28-8 of PIPA**, where applicable. This may include information about the categories of personal information transferred, the recipient, the recipient's country, the purpose and method of transfer, and the retention period. Where consent is required as the applicable legal basis, Oh-Good will obtain such consent.

- **Privacy Officer.** Oh-Good designates a Privacy Officer responsible for personal information protection and compliance with PIPA. The Privacy Officer is James, and the contact email is privacy_oh-good@tam79.co.kr.

- **Regulatory Complaints.** Users in Korea may contact Oh-Good regarding personal information concerns. Where applicable, users may also submit complaints or seek assistance from the **Personal Information Protection Commission (PIPC)** or other competent privacy authorities in accordance with Korean law.

11.2 — Myanmar

Myanmar does not currently have a single, comprehensive personal data protection act comparable to Korea's PIPA. Instead, obligations relevant to your personal information arise principally from the Electronic Transactions Law 2004, as amended in 2021 ("ETL"), and the Cybersecurity Law No. 1/2025, which took effect on 30 July 2025. We describe below how we apply these laws; if Myanmar enacts a dedicated data protection act, we will update this Policy accordingly.

- Under the ETL, we keep your personal data secure, do not disclose or transfer it without your consent (except as permitted by law), do not use it for purposes beyond those for which it was collected, and do not retain it longer than necessary for its intended purpose.
- Under the Cybersecurity Law, where our processing involves regular monitoring of personal data or is conducted at a scale requiring one, we maintain appropriate security measures, follow data breach notification procedures, and, where required, designate a data protection officer for that processing.
- Government access. Myanmar law, including amendments to the ETL, permits government authorities to request access to personal data on grounds of national "stability," "tranquility," or "national security." Where we are legally compelled to disclose data on these grounds, that disclosure falls outside our control and is not a breach of this Policy.
- If you are a Myanmar citizen, please note the Cybersecurity Law asserts extraterritorial application to certain violations committed by Myanmar citizens even outside Myanmar; this is a matter of your own legal compliance and is independent of your use of the Platform.

Local contact. Myanmar-based users may direct data protection questions or requests to privacy_oh-good@tam79.co.kr, marked "Myanmar — Data Protection," in addition to using the general rights process in Section 7.

12 Changes to This Policy

We will post any changes on this page with a revised "Last Updated" date. Material changes affecting how we process your personal information will be notified by email or Platform notice at least 14 days in advance.

13 Contact Us

- Data Controller — Oh-Good Co., Ltd.
- **Privacy Officer** — James
- Title / Department — Security Officer / Development
- Phone — 09 401861539
- Email — privacy_oh-good@tam79.co.kr
- Address — Room 204, Shwe Than Lwin Condo, New University Avenue Road, Bahan Township, Yangon, 11201, Myanmar