

Loklok : HD Movie&TV Privacy Policy

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Thank you for choosing Loklok : HD Movie&TV (hereinafter referred to as “the App”). We recognize the importance of personal information and always prioritize your privacy protection. This Privacy Policy (hereinafter referred to as “this Policy”) will detail how we collect, use, store, and protect your information, as well as the rights you have over your personal information. By using this App, you indicate that you have read, understood, and agreed to the entire content of this Policy.

Information We Collect

During your use of the App, we may collect the following types of information through lawful means, and we will only collect data necessary to fulfill the service functions:

Personal Information

1. When you register an account, use paid services, participate in interactive activities, or contact customer service, we may collect the following information (you can choose whether to provide non-essential information):
 1. **Basic Account Information:** Name (optional), registered email, phone number (for login verification and security alerts);
 2. **Payment Information:** To complete paid services (such as VIP membership subscriptions and virtual currency purchases), we retrieve your payment account information (e.g., last four digits of the card number, payment channel name) through third-party payment institutions, but will not store full credit card information;
 3. **Identity Verification Information:** In specific scenarios (such as large transactions or account security verification), you may need to provide identification information (e.g., the last six digits of your ID number), which will be used solely for identity verification and stored securely post-verification.

Usage Data

2. To optimize service experience, we automatically record your interaction data with the App, which does not directly associate with your real identity:
 1. **Content Browsing Data:** Series/short videos viewed, watch duration, favorite records, search keywords, playback progress, etc.;
 2. **Function Usage Data:** Used functional modules (e.g., downloads, screen mirroring, comments), operation time, time spent on pages, etc.;
 3. **Interaction Behavior Data:** Records of community comments, likes, shares, etc. (If you choose to publish anonymously this data will be desensitized and associated without account information).

Device Information

3. To ensure service compatibility, safeguard account security, and resolve technical issues, we collect relevant device information:
 1. **Basic Device Information:** Device model, operating system version, browser type, screen resolution;
 2. **Network Information:** IP address (only used to determine the region, not exact location), network type (WiFi/mobile data);
 3. **Security Ident:** Unique device identifiers (e.g., anonymized hash of your IMEI), used to identify abnormal logins and prevent account theft; this identifier cannot be reverse-associated with your device or identity.

How We Use Your Information

We strictly adhere to the principle of “least necessity” in using the collected information for the following purposes:

- **Providing and Optimizing Services:**
 - Create accounts based on your registration information to ensure secure login and usage;
 - Recommend personalized content based on viewing history and preferences (e.g., series or short videos you might like);
 - Analyze functional usage data to improve product experience (e.g., optimizing playback issues, adjusting interface layouts).
- **Account and Transaction Security:**
 - Confirm your operation authority through mobile/email verification to prevent account theft;
 - Monitor abnormal transaction behaviors (e.g., logging in from unusual locations, frequent payments) and send security alerts via SMS/email;
 - Process orders based on payment information and provide you with transaction proofs (e.g., payment records, invoices).
- **Communication and Support:**
 - Verify your identity using your account information when you initiate customer service inquiries to efficiently resolve issues (e.g., checking subscription status, handling refund requests);
 - With your explicit consent, send you service-related notifications (e.g., new features launching, membership benefit updates). You can opt out of such notifications at any time in “Settings - Notification Management.”
- **Compliance and Rights Protection:**
 - Used to comply with legal and regulatory requirements (e.g., cooperating with information inquiries from supervisory authorities);
 - Serve as a basis for maintaining legal rights in disputes over intellectual property infringement or account theft.

Information Protection Measures

We employ industry-leading technologies and management practices to ensure the security of your information:

- **Technical Safeguards:**

- Personal information is stored using AES-256 encryption throughout, with SSL/TLS encryption protocols during transmission to prevent data theft or tampering;
- Sensitive data such as payment information and identity verification information is stored using a “isolated storage + permission level” mechanism, granting access only to essential personnel when necessary;
- Regular security vulnerability scans and penetration tests are conducted to guard against risks from hacking attacks and virus invasions.
- **Management Safeguards:**
 - Establish a strict information access system, requiring employees to sign non-disclosure agreements and access user information only within the scope of their duties;
 - Conduct regular privacy protection training for data processing personnel to ensure compliance with data security standards;
 - Formulate emergency response plans for data breaches. In the event of a security incident, we will take immediate remedial measures and report to regulatory authorities and users as required.

Please note: The internet environment is not absolutely secure. Despite having taken the aforementioned measures, we cannot completely eliminate the risk of information leakage due to force majeure (such as cyberattacks). If you notice any account abnormalities, please contact us immediately via customer service channels.

Sharing and Disclosure of Information

We promise not to sell or rent your personal information to any third parties. However, your information may be shared or disclosed under the following circumstances:

- **Sharing with Service Partners:**
 - To achieve services such as payment and content distribution, we may share necessary information with third-party partners (e.g., payment institutions, CDN service providers), but such sharing is solely for the purpose of completing services, and partners must sign non-disclosure agreements and are prohibited from using the information for other purposes; for example: providing your order number and account information to payment institutions to complete transaction settlement; providing anonymous viewing data to content copyright holders for statistics on content popularity.
- **Disclosure Based on Legal Requirements:**
 - When we receive formal requests from legitimate entities such as courts or regulatory agencies (e.g., subpoenas, investigatory orders), we will disclose related information in accordance with laws and administrative orders;
 - To protect the legitimate rights and interests of the App and users (e.g., to combat fraud or infringement), information may be disclosed within a reasonable and necessary scope.

Your Rights

According to the Personal Information Protection Law and other related laws and regulations, you have the following rights over your personal information, and we will respond to your reasonable requests within 15 working days:

Right to Access and Review:

- You can view the personal information we have collected about you (e.g., registration information, viewing records, payment records) in “My - Settings - Privacy Center.”

Right to Correct:

- If you find personal information to be inaccurate (e.g., phone number changes), you can self-modify it through “Account Settings” or contact customer service for assistance.

Right to Deletion:

- You can request the deletion of personal information under the following circumstances:
 - The purpose of our information collection has been achieved, and there is no necessity to retain it;
 - You have withdrawn your consent for information usage (e.g., canceling personalized recommendations);

We have violated laws or agreements in collecting or using information.

- You can submit a request to delete personal information through “Privacy Center - Delete Personal Information,” but please note: some information (e.g., payment records) may not be deletable due to financial regulations, and we will explain the reason.

Right to Withdraw Consent:

- You can withdraw your consent for the collection and use of information at any time (e.g., turning off location information authorization, cancelling marketing SMS), but withdrawing consent may cause certain functions to become unavailable (e.g., turning off device information authorization may prevent normal video playback).

Right to Export Information:

- You can apply for access to your account information, viewing records, and other data in “Privacy Center - Export Personal Data,” and we will provide it for download in PDF or CSV format.

Right to Cancel Account:

- You have the right to apply for account cancellation. After cancellation, we will handle your information according to the “Account Deletion Policy” (sensitive information will be permanently deleted, and necessary data will be anonymized).

Third-Party Links and Services

This App may contain links to third-party platforms (e.g., official websites of series producers, activity pages of partners) or integrate third-party functions (e.g., social sharing buttons). These third-party platforms have their independent privacy policies, and we are not responsible for their information processing practices. We recommend that you carefully read their privacy policies before using third-party.

Policy Changes

We may modify this Policy in response to service adjustments or updates in laws and regulations. If there are significant changes (e.g., expanding the scope of information collected or changing usage purposes), we will notify you through the following methods:

- In-app pop-up prompts;
- Sending notifications to your registered email;
- Marking update dates and change points on the “Settings - Privacy Policy” page.

The revised policy will take effect from the date of publication. Continuing to use the App indicates your agreement with the revised content.

Contact Information

If you have any questions regarding this Privacy Policy or wish to exercise the above rights, please contact us through the following means:

Email: Dev@easevibe.com