

Megastars AI Global Privacy Policy

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1. Introduction

Welcome to Megastars AI (the "Platform"). This Privacy Policy describes how Influensea Inc. (collectively "Megastars AI," "we," "us," or "our") collects, uses, shares, and protects your information when you use our global marketplace services (the "Services").

This policy is designed to be transparent and provide you with control over your information, in compliance with global privacy regulations, including the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) as amended by the CPRA.

2. Key Definitions

- **Personal Data:** Any information that relates to an identified or identifiable natural person. This includes, but is not limited to, your name, email address, IP address, device identifiers, and profile information.
- **Creator (or "Influencer"):** An individual (a "natural person") who registers on the Platform to offer their services.
- **Company:** A business or legal entity that registers on the Platform to purchase services from Creators.
- **Company Representative:** The individual "natural person" (such as an employee, director, or agent) who registers, manages, or otherwise uses the Platform on behalf of a Company.
- **Processing:** Any operation performed on Personal Data, such as collection, storage, use, sharing, or deletion.
- **Data Controller:** Megastars AI is the Data Controller, meaning we determine the purposes and means of processing your Personal Data.

3. Data We Collect

We collect information to provide and improve our Services, ensure security, and comply with legal obligations. We collect this information in several ways:

3.1. Information You Provide Directly

- **Account Registration:**
 - **For Creators:** We collect your full name, email address, phone number, public profile information, portfolio content, social media account identifiers, and payment information

(which may include bank account details or cryptocurrency wallet addresses).

- **For Companies:** We collect the Company's legal name, address, and billing information. We also collect **Personal Data** from the **Company Representative**, including their full name, business email address, and contact number.
- **Profile Information:** Any additional information you choose to add to your public-facing profile, such as a biography, skills, or profile picture.
- **Communications:** When you contact customer support, communicate with other users through the Platform, or respond to surveys.

3.2. Information from Third-Party Logins (OAuth)

You may choose to register or log in to our Platform using third-party services, such as your Google or social media accounts. When you do this, you authorize us to access and collect specific information from that service, as presented to you on the provider's consent screen.

This information typically includes:

- Your name
- Your email address
- Your profile picture
- An encrypted access credential to verify your identity

We collect this information, as required by the third-party platforms, for the limited purpose of creating your Megastars AI account and verifying your credentials. We do not receive or store your password for these third-party accounts.

3.3. Information Collected Automatically

- **Usage Data:** We automatically collect information when you interact with the Platform, including your IP address, device type, operating system, browser type, pages viewed, and the dates/times of your interactions.
- **Cookies and Tracking Technologies:** We use cookies, web beacons, and similar technologies to operate and secure the Platform, remember your preferences, and analyse user behaviour. For detailed information, please see our separate **Cookie Policy**.

4. How and Why We Use Your Personal Data (Purposes)

We use your Personal Data for specific purposes, and we only process it when we have a valid legal basis to do so.

- **To Provide and Manage the Services:** To create and maintain your account, facilitate the connection between Creators and Companies, process payments, and provide customer support.
- **To Maintain Security and Prevent Fraud:** To protect the integrity of our Platform, monitor for suspicious activity, and enforce our Terms of Service.

- **To Communicate with You:** To send you service-related updates, invoices, security alerts, and support messages.
- **For Marketing and Analytics:** To understand how our users interact with the Platform, improve our Services, and (with your consent) send you promotional communications about new features or offers.
- **To Comply with Legal Obligations:** To meet our financial, tax, or other regulatory requirements, or to respond to valid requests from law enforcement.

5. Legal Basis for Processing (For EU/EEA Users)

If you are in the European Economic Area (EEA), we process your Personal Data on the following legal bases as defined by the GDPR:

- **Performance of a Contract:** Most of our processing is necessary to perform the contract we have with you, which is our **Terms of Service**. This includes processing your profile data to make you visible to Companies or processing your payment information.
- **Legitimate Interests:** We process some data based on our legitimate interests, provided it does not override your rights. This includes using data for platform security, fraud prevention, and analytics to improve our service.
- **Consent:** We will ask for your explicit, unambiguous consent before processing your data for specific, optional purposes, such as sending you non-essential marketing emails or using certain advertising cookies. You have the right to withdraw this consent at any time.
- **Legal Obligation:** We may process your data where it is necessary for compliance with a legal obligation to which we are subject, such as tax laws or "Know Your Customer" (KYC) requirements.

6. How We Share Your Information

We do not sell your Personal Data in the traditional sense. We may share your information in the following limited circumstances:

- **With Other Platform Users:** Your public profile information (as a Creator) is visible to Companies to facilitate campaign connections. Company profiles are visible to Creators they engage.
- **With Service Providers (Data Processors):** We share information with third-party vendors who perform services on our behalf, such as payment processors (e.g., Stripe), cloud hosting providers (e.g., AWS), and analytics platforms (e.g., Google Analytics). We have detailed Data Processing Agreements (DPAs) or other legal contracts with these providers that obligate them to protect your data and only use it for the purposes we specify.
- **For Legal Reasons:** We may disclose your information if we believe it is required by law, such as in response to a subpoena, court order, or to protect the safety, rights, or property of Megastars AI, our users, or the public.
- **In a Business Transfer:** If Megastars AI is involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.

7. International Data Transfers

Megastars AI is a global platform. Your Personal Data may be transferred to, and processed in, countries other than the one in which you reside, including the United States, which may have different data protection laws.

For residents of the EEA, UK, or Switzerland, we ensure that such transfers are lawful by using an approved legal mechanism, such as the EU-U.S. Data Privacy Framework, the UK Extension, or by executing Standard Contractual Clauses (SCCs) with our service providers.

8. Your Data Rights and Choices

We provide all users with the ability to manage their data, regardless of location. However, depending on your jurisdiction (such as the EU or California), you may have specific legal rights.

Your Privacy Rights by Region

This table provides a summary of your key rights under the GDPR and CCPA/CPRA.

Right	EU (GDPR)	California (CCPA/CPRA)	How to Exercise
Right to Know/Access	Art. 15 (Right of Access): You have the right to know what data we hold about you and how we process it.	Right to Know: You have the right to know the categories and specific pieces of personal information we have collected, used, and shared.	Submit a verifiable request via e-mail to privacy@megastars.ai
Right to Rectify/Correct	Art. 16 (Right to Rectification): You have the right to correct inaccurate personal data.	Right to Correct: You have the right to correct inaccurate personal information we hold about you.	Most data can be corrected in your Account Profile. For other corrections, contact us.
Right to Erase/Delete	Art. 17 (Right to Erasure / "Right to be Forgotten"): You have the right to request deletion of your data, subject to certain conditions.	Right to Delete: You have the right to request the deletion of personal information we have collected from you (with some exceptions).	Submit a verifiable request via e-mail to privacy@megastars.ai (See Section 10 for important limitations regarding blockchain data.)
Right to Opt-Out	Art. 21 (Right to Object): You have the right to object to	Right to Opt-Out of Sale/Sharing: You have the right to direct us <i>not</i> to	Click the "Do Not Sell or Share My Personal Information" link.

	processing based on our legitimate interests.	"sell" or "share" your personal information for cross-contextual behavioural advertising.	
Right to Limit	N/A	Right to Limit Use of Sensitive PI: You have the right to limit our use of "sensitive personal information" (e.g., account credentials, precise location) to only what is necessary to provide the service.	Click the "Limit the Use of My Sensitive Personal Information" link.
Data Portability	Art. 20 (Right to Data Portability): You have the right to receive your data in a structured, machine-readable format.	Right to Access: Your right to access includes obtaining your data in a portable format.	Submit a verifiable request via e-mail to privacy@megastars.ai
Non-Discrimination	(Implicit in law)	Right to Non-Discrimination: We will not discriminate against you (e.g., deny service, change price) for exercising your privacy rights.	N/A (This is our promise to you).

9. Data Security and Retention

9.1. Security

We implement robust technical and organizational measures to protect your Personal Data from unauthorized access, loss, or misuse. These measures include:

- **Encryption:** Using Secure Socket Layer (SSL/TLS) for data in transit and AES encryption for data at rest.
- **Access Controls:** Limiting internal access to Personal Data on a "need-to-know" basis.
- **Monitoring:** Regularly monitoring our systems for vulnerabilities and potential attacks.

9.2. Retention

We retain your Personal Data only for as long as it is necessary to fulfil the purposes for which it was collected. The retention periods are:

- **Account Data:** We retain your profile and account data for as long as you maintain an active account.
- **Legal and Financial Records:** We retain transaction data, payment information, and other records as required by applicable tax, anti-money laundering, and financial regulations.
- **Anonymized Data:** We may anonymize your Personal Data and use it for analytics or research purposes indefinitely, as it is no longer associated with you.

10. Important Information on Web3 and Data Immutability

The Megastars AI Platform utilizes Web3 and blockchain technologies to provide certain features, such as verifying transactions and campaign deliverables. It is critical that you understand how this technology impacts your Personal Data and your privacy rights.

- What is Blockchain Immutability?
Data written to a public blockchain is, by its design, immutable. This means that once a record is confirmed, it is permanent and cannot be altered or deleted by anyone. This feature provides trust and transparency but directly conflicts with privacy rights like the "Right to Erasure".
- Our Privacy-by-Design Commitment
To protect your privacy and comply with data protection laws, Megastars AI is built on a "privacy-by-design" hybrid model:
 1. **We DO NOT store your Personal Data** (such as your name, email, or contact information) **directly on the blockchain.**
 2. Your Personal Data is stored in our secure, centralized (Web2) "off-chain" databases, which are fully controllable and erasable.
 3. Only anonymized or pseudonymized data (such as a transaction ID, a cryptic hash of a deliverable, or a public wallet address) is recorded "on-chain" to verify an event. This on-chain data cannot be used to identify you without access to the corresponding off-chain data.
- How This Affects Your Right to Deletion (Erasure)
When you exercise your Right to Deletion, we fulfil your request by taking two actions:
 1. We **permanently delete** all of your Personal Data from our *controllable* off-chain systems.
 2. This action **permanently severs the link** between your identity and any anonymized data associated with you on the blockchain. This process effectively *anonymizes* the on-chain record, rendering it non-personal.

Please note: While we can delete your Personal Data and anonymize the on-chain record, we **cannot** technically erase the immutable, anonymized transaction record from the blockchain itself. We may not be able to comply with a request for *literal* erasure of this specific record for these unavoidable technical and legal reasons, but we fulfil your right by ensuring the data is no longer personal data.

11. Children's Privacy

Our Services are not directed to individuals under the age of 16 (or the relevant age of digital consent in your jurisdiction). We do not knowingly collect Personal Data from children. If we learn that we have inadvertently collected Personal Data from a child, we will take immediate steps to delete that information.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal reasons. We will notify you of any material changes by posting the new policy on this page and updating the "Last Updated" date.

13. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your data rights, please contact our Data Protection Officer at:

Influensea Inc.

Email: privacy@megastars.ai