

Privacy Policy

MHQ Limited ('MHQ', 'we', 'us', 'our') are committed to protecting and respecting your personal data privacy and complying with data protection principles and provisions under applicable laws.

We may collect, process, use and disclose your information when you use this LikeALocal x i.M App and/or the LikeALocal x i.M (together, 'LikeALocal x i.M Platform') and the services offered by LikeALocal x i.M or the third party operators (the 'Operators') through LikeALocal x i.M Platform (the 'Services') as described in this Privacy Policy. 'You' and 'your' when used in this Privacy Policy includes any person who accesses LikeALocal x i.M Platform or use the Services.

This Privacy Policy sets out the basis and terms upon which LikeALocal x i.M collects, processes, uses and/or discloses your information that is obtained from you when you access LikeALocal x i.M Platform and/or use the Services. Such information may include personal information relating to or linked to a specific individual such as name, residential address, telephone number, email address, travel document information, vehicle rental information, insurance information, age, date of birth, or any such information we have requested and you have provided through LikeALocal x i.M Platform ('Personal Information').

Please read this Privacy Policy carefully.

Scope of Terms

- We reserves the right to update, amend or modify the terms of this Privacy Policy or any part of it without prior notice, and your continued access of LikeALocal x i.M Platform or use of the Services signifies your acceptance of the updated, amended or modified Privacy Policy, unless if the changes reduce your rights in which case we will ask for your consent. If you do not agree to all the terms and conditions in this Privacy Policy and/or any subsequent updates, amendments or modifications thereto, you must stop accessing or otherwise using LikeALocal x i.M Platform and the Services.
- Accordingly, please visit this page if you wish to access and view the current version of this Privacy Policy.

Collection of Information

- We may collect Personal Information about you that you provide to us while using LikeALocal x i.M Platform and information about how you use LikeALocal x i.M Platform including when you open your user account ('User Account'), visit LikeALocal x i.M Platform or make reservations, rentals and/or bookings for any intended Services or using the Services. Providing your Personal Information to us is always on a voluntary basis. However, we might not be able to provide you with certain Services if you choose not to give us your Personal Information. For example, we cannot open your user account or make reservations, rentals and/or bookings for you if we do not collect your name and contact details.

Items of personal information collected and processed

[Essential Items]

1. Contact Information: Name, country/region of residence, email address, date of birth, account name, password, phone number.
2. Payment Information: Payment card number, payment card expiration date, payment details.
3. Travel reservations and preferences: Reservation reference, detailed reservation information, special dietary requirements, accessibility requests, and related information.
4. Loyalty program and membership information.
5. Device and location information:
 - IP address

- Geographical location
 - Device type, model, operating system
 - Unique device identifiers
 - Internet browser type and service provider
 - Mobile carrier, network
 - Usage information: Device interactions and page access methods, service inquiries, server and online service access, related information
 - Information about your interactions with LikeALocal x i.M online services on your device: Visited pages, clicked links, viewed trips, relevant dates and information
 - Related websites, general level of geographical location (country or city level), or detailed information about exit pages.
6. Photos, images, videos, comments, reviews, content created or provided by you during contact with LikeALocal x i.M
 7. Social media account ID, avatar, public information.
 8. Copies of correspondence (whether by e-mail, instant or personal messaging or otherwise) between you and us, and between you and the Operators;
 9. Information necessary to fulfill your reservations, rentals, and/or bookings with us and our Operators (including but not limited to travel document information, vehicle rental information, insurance information, age, and date of birth);
 10. Details of your usage of LikeALocal x i.M Platform (including traffic data, location data and length of user sessions);
 11. Personal information of other travelers when making a reservation on their behalf.
 12. Information automatically collected and stored when accessing or using the LikeALocal x i.M platform, including login ID, password, IP address, browser type, browser information, device information, unique identifiers, visited pages, and records of before and after-site visits from LikeALocal x i.M servers or third-party service providers' servers.
 13. Up-to-date contact information and statistical information obtained by LikeALocal x i.M from its affiliates, business partners, operators, and third-party service providers regarding you.
 14. Date of birth, gender, nationality displayed on passports, driver's licenses, and other government-issued identification documents.

[Optional Items]

15. Your responses and reactions to surveys conducted by LikeALocal x i.M related to LikeALocal x i.M services.
16. Email address, phone number.

Purposes of Processing Personal Information:

1. Contact Information: Account creation, reservation, and rental processing.

2. Payment Information: Providing functionality to make product payments and view purchase history.
3. Travel Reservation and Preferences: Providing functionality to check and review reservations and preferences.
4. Loyalty Programs and Member Information: Creating LikeALocal x i.M accounts and providing LikeALocal x i.M loyalty programs.
5. Device and Location Information: Using location settings for regional service utilization, preventing fraudulent transactions, and maintaining security through data analysis.
6. Content Uploaded by You: Account creation, writing reviews, and communication with LikeALocal x i.M
7. Social Media Information: Account creation and linking your chosen social media accounts.
8. Communication and Contact Content between You and LikeALocal x i.M : Customer support and problem resolution related to technical issues, bug fixing, and resolving issues related to LikeALocal x i.M reservations.
9. Information required to provide products and services related to reservations and rentals through LikeALocal x i.M and operators: Providing products and services related to reservations and rentals.
10. Search history, transaction records, traffic data, location information, interactions with the LikeALocal x i.M platform, user session length, and other details of LikeALocal x i.M platform usage: Analyzing and optimizing your LikeALocal x i.M usage patterns, verifying visit paths, securing LikeALocal x i.M through data analysis, and preventing fraudulent transactions.
11. Personal information of other travelers when making reservations on their behalf: Processing reservations and rentals for others.
12. User account login name, password, IP address, browser type, browser information, device information, unique identifiers, visited pages, pre- and post-site visit records, and other information automatically collected and stored by LikeALocal x i.M servers or third-party service providers when accessing or using the LikeALocal x i.M platform: Analyzing and optimizing your LikeALocal x i.M usage patterns, verifying visit paths, securing LikeALocal x i.M through data analysis, and preventing fraudulent transactions.
13. Information about you received to LikeALocal x i.M from subsidiaries, business partners, operators, and third-party service providers: Processing reservations and rentals, verifying visit paths, and data analysis.
14. Date of birth, gender, nationality as displayed on passport, driver's license, and other government-issued identification: Making reservations and rentals through LikeALocal x i.M and implementing reservations and rentals with operators.
15. Your responses and reactions to surveys conducted by LikeALocal x i.M related to LikeALocal x i.M : Subject to your consent, evaluating your responses and reactions to improve LikeALocal x i.M services.
16. Email address and phone number: Sending news, updates, special offers, and promotions related to LikeALocal x i.M .

Processing of Personal Location Information

We process your personal location information in accordance with the act on the Protection of Location Information and its use, and other relevant laws and regulations.

1. Purpose of Processing Personal Location Information and Retention Period

Service	Service content and (retention) purposes	The retention period for personal location information
Location-based service	Providing travel information and personalized content based on the location information and status information you provide, including nearby cities, activities, restaurants, etc.	The personal location information will be temporarily retained only as necessary for providing the service.

2. Basis and retention period for the collection, use, and provision of personal location information confirmation records:

In accordance with Article 16 (2) of the Act on the Protection of Location Information and Use, LikeALocal x i.M automatically records and retains location information usage and provision records for a minimum of 6 months.

3. Procedure and method for the destruction of personal location information:

Once the purpose of using or providing personal location information is achieved, LikeALocal x i.M immediately destroys the personal location information, except for the confirmation records of location information usage and provision mentioned in paragraph 3. However, in cases where retention is required by other laws or when you have separately agreed to the retention of personal location information, the company may retain it for a maximum of 1 year from the date of user's consent.

4. Information regarding the provision of personal location information to third parties:

LikeALocal x i.M will not provide your personal location information to third parties without your consent. If we provide your personal location information to a third party designated by you, it will notify you in advance of the recipient and purpose of the provision and obtain your consent.

5. Rights of Guardians of Children Under 8 Years of Age:

If the legal guardian ("Guardians of Children Under 8 Years of Age") in any of the following cases agrees to the collection, use, or provision of personal location information of a child under 8 years of age for the protection of the child's life or body, it shall be considered as having obtained the consent on behalf of the child.

- 1) Children under 8 years of age
- 2) Legal guardians
- 3) individuals with mental disabilities as defined in Article 2, Paragraph 2, Clause 2 of the Act on Welfare of Disabled Persons, including those with severe disabilities as defined in Article 2, Paragraph 2, Clause 2 of the Act on the Promotion of Employment of Disabled Persons (limited to individuals registered as disabled under Article 32 of the Act on Welfare of Disabled Persons).

- The guardian, who intends to consent to the use of personal location information for the protection of the life or body of children under 8 years of age, must submit proof of guardianship (document verifying guardianship) to LikeALocal x i.M and attach it to the consent form.

- Guardians consenting to the use or provision of personal location information for children under 8 years of age will be granted all the rights given to data subjects.

6. Name and Contact Information of the Department Responsible for Personal Location Information Protection and Handling Complaints. The Personal Information Team of LikeALocal x i.M is also responsible for the management of location information.

Personal Information Processing and Retention Period:

LikeALocal x i.M may collect personal information and other data, which may be transmitted, processed, and stored on our servers or servers of third-party service providers. Your personal information will be retained during your membership period (i.e., as long as you maintain a LikeALocal x i.M account), and will be promptly deleted upon receiving a valid deletion request from you. However, exceptions may apply in cases where (i) retention of personal information is necessary for the fulfillment of contractual obligations related to LikeALocal x i.M 's services, or (ii) retention is required by other applicable laws. LikeALocal x i.M may extend the retention period of personal information for a certain duration in accordance with the following laws and regulations:

- Records of contracts and withdrawal of subscription: 5 years (CONSUMER PROTECTION IN ELECTRONIC COMMERCE)
- Records of payment and supply of goods, etc.: 5 years (CONSUMER PROTECTION IN ELECTRONIC COMMERCE)
- Records of consumer complaints or dispute resolution: 3 years (CONSUMER PROTECTION IN ELECTRONIC COMMERCE)
- Login records: 3 months (PROTECTION OF COMMUNICATIONS SECRETS ACT)

Procedure and Method of Personal Information Destruction:

- LikeALocal x i.M will promptly destroy the personal information when it becomes no longer necessary for the collection purpose or upon receiving a valid deletion request from you.
- If there are legal obligations to continue retaining the personal information despite the expiration of the agreed retention period or the achievement of the processing purpose, we will store the relevant personal information in a separate database (DB) or at a different location to ensure compliance.

The procedure and method of personal information destruction are as follows:

1) Destruction Procedure:

LikeALocal x i.M selects and identifies personal information to be destroyed and obtains approval from the Personal Information Protection Officer before proceeding with the destruction.

2) Destruction Method:

- LikeALocal x i.M ensures that personal information is irreversibly anonymized to the extent that it can no longer be used to identify individuals, taking into consideration reasonable factors such as time, cost, and technology.
- If LikeALocal x i.M intends to use your information for analysis, research, or trend analysis purposes, efforts will be made to aggregate or anonymize the data to ensure individual identification is not possible.
- LikeALocal x i.M maintains appropriate physical, electronic, and organizational procedures to ensure the secure processing of personal information and other data in accordance with this Privacy Policy and to protect against unauthorized access, alteration, disclosure, or destruction.
- LikeALocal x i.M takes strict measures and employs security features to prevent unauthorized access to the information obtained from you. However, LikeALocal x i.M does not provide any statements, warranties,

or guarantees that the personal information provided by you will always be secure. In case LikeALocal x i.M has fulfilled all its obligations, it shall not be held responsible for any loss, damage, expenses, or costs that may arise from unauthorized access or use of your personal information.

- All payment transactions performed by LikeALocal x i.M or selected payment processing service providers are encrypted using online encryption technology. It is your responsibility to keep your chosen password confidential and not share it with any third parties.

Matters Regarding the Provision of Personal Information to Third Parties:

- In order to provide you with LikeALocal x i.M 's services and offer an enjoyable experience for booking and reservation, we may provide your personal information to third parties, including service providers located overseas.
- LikeALocal x i.M makes efforts to respect and protect your personal information and carefully selects service providers to whom your information will be provided when dealing with LikeALocal x i.M . As part of this process, the LikeALocal x i.M implements appropriate contractual safeguards and security measures in accordance with relevant laws regarding the transfer of personal information and limits the purposes for which such information is used. When you make a reservation through "LikeALocal x i.M", we may provide your personal information to third-party operators such as travel agencies, activity companies, restaurants, service providers, hotels, and car rental companies to process your reservation and provide services to you. The following list is subject to frequent changes, so please check it regularly.
- LikeALocal x i.M will only provide your personal information to third parties with your consent or as permitted by special provisions in the Personal Information Protection Act or other applicable laws.
- You have the right to refuse the provision of your personal information, but in such case, it may not be possible for you to sign up for or use "LikeALocal x i.M" services.
- The list of third parties receiving personal information is as follows:

Recipient (Personal Information Protection Officer's Contact Information)	Previous Dates and Methods	Types of Personal Information	Purpose of Recipient's Use	Duration of Recipient's Use
Customer Service				
i.M	regular basis	Customer Support Information	Taxi booking/ calling service	Until the objectives are achieved
Payments				
Nice Payments	regular basis	Nice Payments related information	Payment processing at check- out	Until the objectives are achieved
Customer Participation, Data Analysis, Marketing, and Advertising				

Google Analytics, Google Ads	regular basis	Analytical data	Web analytics, customer research, and targeted advertising .	Until the objectives are achieved
Facebook Business Manager	regular basis	Analytical data	Web analytics, customer research, and targeted advertising .	Until the objectives are achieved
Typeform	regular basis	Analytical data	Forms and surveys	Until the objectives are achieved
General				
Amazon Web Services	regular basis	All personal information	Cloud hosting and infrastructure solutions	Until the objectives are achieved
Sure M Co., Ltd	regular basis	Reservation-related notification information and other information	Sending Kakaotalk notice messages	Until the objectives are achieved

- The above-mentioned third parties and service providers may contact you to request additional information in order to proceed with your reservations or rentals. These third parties and service providers may also have their own privacy policies and terms and conditions, and it is your responsibility to familiarize yourself with these policies and terms.

External link

There may be links present on LikeALocal x i.M Platform which could result in you leaving LikeALocal x i.M Platform and/or being taken to other third party websites. You should note that any Personal Information that you provide to these third party websites are not subject to this Privacy Policy, and LikeALocal x i.M is not liable for any losses, damages, costs or expenses which you may suffer or incur in connection with you providing or making available Personal Information or other data to such third party websites.

Cookies

Cookies are widely used in order to make websites work, or work more efficiently. When you visit our Website, we collect some of your Personal Information transmitted to us by your browser via cookies. This enables you to access LikeALocal x i.M Platform and helps us to create better user experience for you. You will find more details about cookies and similar technologies that we use, in our Cookies Policy.

Your rights

- You may at all times access, correct or erase your Personal Information through LikeALocal x i.M Platform via the user portal, under "My Account". Alternatively, you may make your data access, correction or erasure request by sending your request by email at help@likealocal.co.kr
- Where mandatory under applicable legislation, you may also request restriction of processing of your Personal Information or object to processing by sending your request or objection by email at help@likealocal.co.kr
- You may also request a copy of the information that we hold about you by sending your request by email at help@likealocal.co.kr
- Please contact us via the contact details mentioned below if you have a complaint regarding the processing of your Personal Information.
- When handling any of these requests described above, we have the right to check the identity of the requester to ensure that he/she is the person entitled to make the request.

Personal Information Protection Team

- LikeALocal x i.M has established a Personal Information Protection Team to handle complaints and remedy related to the processing of personal information and to address any concerns you may have.

Contact : help@likealocal.co.kr

If you have any inquiries, complaints, or requests for remedy related to personal information protection arising from your use of LikeALocal x i.M 's services, you can contact the Personal Information Protection Team. LikeALocal x i.M will respond and handle your inquiries promptly.

The previous version of the privacy policy

Inquiries

- If you have any questions about this Privacy Policy, please contact us by email at help@likealocal.co.kr

Last revision date : July 15th, 2023