

Your Missed Connections Pte Ltd - Privacy Policy

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Your Missed Connections Pte. Ltd. (hereinafter referred to as “YMC”, “we”, “our”, “us”) is committed to protecting your personal information and respecting your privacy. We recognize the importance of your personal information and take the responsibility of safeguarding it very seriously.

For the purposes of applicable data protection laws, YMC is the data controller responsible for determining the purposes and means of processing the personal information we collect in connection with your use of our services.

This Privacy Policy (hereinafter referred to as the “Policy”) explains in detail how we collect, use, share, store, and protect your personal information when you use our products and services, including the YMC application and our website (<https://your-missed-connections.com/>) (collectively referred to as the “Services”). It also explains your legal rights, the choices available to you, and how you can exercise them.

By using our Services, you acknowledge that you have read and understood this Policy and agree to the practices described herein. If you do not agree with this Policy, please stop using our Services immediately.

This Policy introduces:

1. How We Collect Personal Information
2. How We Use Personal Information
3. Sharing and Disclosure of Personal Information
4. Cross-Border Transfers of Personal Information
5. Data Security
6. Your Rights and How to Exercise Them
7. Protection of Minors
8. Application and Update of this Policy
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1. How We Collect Personal Information

1.1 Types of Personal Information We Collect

Personal information (or "personal data") means information relating to an identified or identifiable natural person (hereinafter referred to as "Data Subjects"). Depending on how you use Our Services, we may collect personal information in the following ways.

(1) Information You Provide to Us Directly

- **Account Registration:** When registering for an YMC_account, you provide details such as your email address or phone number, password or verification code and may also provide further details such as birthday, gender, profile picture, and nickname.
- **User Content:** When you post comments, provide feedback, or otherwise interact with our Services, we collect the content you submit, along with related metadata such as the time of submission and approximate location inferred from your IP address.
- **Payments and Subscriptions:** When you purchase a subscription or make payment, you provide payment card details (e.g., bank card number, CVV, and expiry date). Transaction data such as order number, transaction time, transaction amount, and traded items is also collected
- **Customer Communications:** If you contact us for support or send us feedback, we collect your messages (including text, images, audio, or video) and related technical information such as time of contact, IP address, and the support staff assigned.
- **Event Information:** If you take part in surveys, promotions, or research, we may collect your delivery address, contact details, or other event-related information.

(2) Information Collected Automatically

- **Usage Data:** We collect data about how you interact with our Services, including browsing activity, video viewing and search history, downloads, bookmarks, likes, shares, comments, crash reports, and performance metrics.
- **Advertising and Analytics Data:** we may collect advertising identifiers (ADID, GAID, IDFA), IP address, ad interaction records, and privacy-protecting identifiers generated from your email or phone number (e.g., RampID, UID2).
- **Device and Technical Data:** This includes unique device identifiers (Device ID, Android ID, IDFV, MAC address, ICCID, etc.), operating system and version, screen resolution, language and time zone settings, installed apps list, battery level, storage

space, and network operator details.

- **Location Data:** We approximate location information derived from IP address to provide recommendations and comply with regional licensing restrictions.
- **Inferred Data:** Based on your activity, we may infer demographics, preferences, or likely interests (e.g., age range, topics preferences)
- **Cookies & Similar Technologies:** We use cookies, SDKs, and similar tools to remember your preferences, improve performance, and provide tailored recommendations. For more details, please see our Cookies Policy.

(3) Information from third parties

- **Third-Party Accounts:** If you log in with Facebook, Google, Apple ID or similar, we may receive information such as username, profile picture, phone number, or email (with your authorization).
- **Payment Providers:** When you make through third parties (e.g., Apple App Store, Google Play Billing, and MasterCard), we may receive information such as payment time, payment amount, payment method, and transaction ID.
- **Analysis & Attribution Partners:** We may receive aggregated or statistical data (e.g., ad conversions, visits, clicks) to evaluate ad campaigns or app performance.

(4) Publicly available information

- **Social Media Content:** Public posts, shares, likes, or comments on social media about YMC.
- **Other Public Sources:** Personal information lawfully available on public websites or databases.

1.2 Legal Basis for Processing

Depending on the jurisdiction, we rely on one or more of the following legal bases:

- (1) Obtaining your consent:** In case the following Legality Bases cannot be applied, we will seek your consent.
- (2) Contractual necessity:** To provide the Services and fulfil agreements with you.
- (3) Legal Obligations:** To comply with laws, regulations and government requests.
- (4) Legitimate Interest:** To process the corresponding personal information in order to maintain the security and reliability of Our Services, as well as to implement legitimate interests such as marketing events.

2. How We Use Personal Information

2.1 Purpose of using personal information

We use your personal information for a wide range of purposes, all of which are necessary to provide you with a seamless, secure, and personalized experience while using our Services. While providing your personal information is voluntary, some Services or features may not be available to you if you choose not to share the required information. The purposes include, but are not limited to:

(1) Account Registration and Management

We will utilize your personal profile information that provided by you (for specific explanation of data type, please refer to Section 1.1 hereof, and for specific explanation of other data type involved in the following sections, please also refer to Section 1.1 hereof) to manage your account and provide you with a series of practical features.

You can perform various operations within your YMC account, such as enriching your profile, tracking your preferences, enabling membership purchases, and adjusting personal profile settings.

(2) Audio or Video Services

We currently do not provide these services.

(3) Membership Benefits and Paid Services

Payment and transaction information are essential to process subscriptions, deliver services, verify transaction security, and provide receipts and confirmations. Personal information is also used to ensure correct delivery of membership benefits, verify eligibility, and manage

subscriptions efficiently.

(4) Platform Management and Operation

We use your communication, profile, usage, and content data to respond to inquiries, resolve complaints, process disputes, and provide customer support. Information is also used to send notifications related to account security, subscription expirations, service updates, and other service-related matters.

(5) Personalized Recommendations and Display

Personal information such as demographic details, usage behaviour, and automatically collected data enables us to provide recommendations to you, optimize your app experience, and tailor recommendations to your preferences.

(6) Marketing and Promotional Activities

Your profile information and usage data may be used to send marketing messages, notifications about new features, promotional campaigns, and invitations to participate in events. Data is also used to measure and improve the effectiveness of our marketing campaigns, including personalized advertisement delivery.

(7) Security and Reliability

To protect the security of your account and our Services, we use personal information to detect, prevent, and investigate potential fraudulent activities, unauthorized access, or other risks.

(8) Services Improvement and Optimization

We may use the information proactively provided by you, information automatically collected by us, information from third parties, and publicly available information for research, analysis, and statistics to improve our platform, technology, and services. This includes optimizing algorithms, enhancing machine learning models, performing trend analysis, and conducting market research to better meet user needs.

(9) Other Purpose

If we intent to use your information for new purposes not covered in this Policy, we will provide notification, update this Policy, or obtain your consent as required by law.

2.2 Retention Period of Personal Information

Personal information retention depends on its type, purpose, and applicable legal or contractual obligations. Generally, we retain your information only as long as necessary to provide Services, fulfil obligations, or protect our legitimate interests.

If a user violates terms, agreements, or community guidelines, relevant profile data and user-generated content may be immediately removed from public view, while retention in our backend may continue for compliance, auditing, or legal purposes. Once retention periods expire, personal data will be securely erased or anonymized. Where immediate deletion is not possible due to legal or technical restrictions, we will securely store your information and erase or anonymize it promptly once restrictions are lifted.

3. Sharing and Disclosure of Personal Information

We do not sell your personal information. Sharing may occur under the following circumstances, to the necessary extent for service provision, operational needs, or legal compliance:

3.1 Sharing with Affiliates

Our affiliated companies may access and process information you provide, data collected automatically, or third-party data in order to support research, development, content delivery, analytics, storage, security, customer support, and service optimization.

3.2 Sharing with Third-Party Partners

To the extent required for implementing the corresponding services, we may share your personal information with the following types of third-party partners.

(1) Third-party Platform Partners

Some services provided by third-party partners may be integrated into our platform, such as account registration/login and content sharing features. When you use these services through our platform, we may share certain automatically collected information (such as device details and cookie data) with the relevant third-party partners to ensure a seamless user experience.

(2) Payment Service Partners

When you purchase our membership benefits and choose to use third-party payment services, we may share with the payment service providers both the information you provide to us (such as your personal profile and payment details) and the information we automatically collect (such as device data and cookies). This is necessary to process your order, complete the

payment, and ensure the security of the transaction.

(3) Operational Partners

We may collaborate with third parties to conduct joint marketing events. In such cases, we may share certain event-related information (such as your contact details) with our partners to facilitate the timely distribution of prizes or gifts.

(4) Promotion Partners

For marketing purposes, we may engage third-party platforms to promote our products and/or services. Our cooperating agents, platform service providers, and service providers responsible for evaluating and optimizing promotional performance (collectively, “**Promotion Partners**”) may, through us, collect or access certain information we automatically collect (such as advertising data, device details, location data, inferred information, and cookies). Please be assured, however, that these Promotion Partners will not have access to your interaction history on our platform.

3.3 Entrusted Processing by Third Parties

We may entrust third-party service providers (acting only as data processors) to help us deliver and improve our services. Their support may include IT infrastructure, customer service, marketing, research and analysis, security, and service optimization. They only process the personal information necessary to provide these services.

3.4 Change of Control of Similar Transactions

In the event that we are involved in a merger, acquisition, reorganization, spin-off, bankruptcy, asset transfer, or any comparable transaction, your personal information may be transferred as part of such transaction. In such circumstances, we shall provide notice to you in accordance with applicable laws and regulations and shall use our best efforts to require the successor data controller to assume and comply with all obligations set forth in this Policy.

3.5 Disclose to Public Authorities

Under certain circumstances, and in accordance with applicable laws and regulations or the lawful requirements of competent public authorities (including but not limited to administrative bodies, judicial authorities, regulatory agencies, and other designated third parties), we may be required to disclose your personal information. Such disclosure may be necessary in order to comply with legal obligations and procedures, or to protect the lawful rights and interests of you, us, our users, the public, or other third parties. Pursuant to applicable laws and valid legal process (including, without limitation, subpoenas, court orders, or search warrants), such disclosure may occur with or without your consent, and with or without prior notice to you. In certain cases, we may also be legally prohibited from notifying you of such disclosure.

3.6 Public Availability within Platform

We are committed to enhancing the interactive experience among users of Our Services. Accordingly, certain personal profile information (including, without limitation, your profile picture and nickname but not your name) and user-generated content (such as comments posted on user chats) may be publicly displayed on our platform. Such information will be visible to other users of the platform, including guest or visitor users. Please exercise caution when sharing information through Our Services, as any information you disclose may be publicly accessible and may be collected, used, or retained by other users beyond our control.

4. Cross-Border Transfers of Personal Information

Our primary data center is located in Singapore, and any personal information collected from you will be transferred there for centralized storage and processing. In addition, YMC's affiliates and authorized third-party partners may access or process certain personal information from other jurisdictions where their data centers are located.

These entities may be situated outside your country or region, where data protection laws may differ from those in your jurisdiction. Nevertheless, we will ensure that any such transfer complies with applicable data protection laws and this Policy, and we will implement appropriate safeguards to maintain the security and confidentiality of your personal information.

5. Data Security

We implement security measures that comply with applicable data protection laws and industry standards, combining technical safeguards with organizational and management controls to protect your personal information and minimize the risk of leakage, damage, misuse, unauthorized access, disclosure, or alteration (collectively referred to as "Data Security Incidents"). Our specific protection measures include the following:

(1) Technical Measures

We use cryptographic technologies, such as transport-layer security (TLS) protocols, to prevent data transmission from being intercepted, eavesdropped, or tampered with. We employ secure storage practices, including data classification and hierarchical management. Access permissions are strictly controlled, and multi-factor authentication is applied. We also monitor and audit the processing of personal information to track its entire lifecycle.

(2) Organizational and Management Measures

We have established a dedicated department responsible for protecting personal information and overseeing the exercise of data subject rights. Internal control systems, such as business data security and data cooperation management standards, are maintained. Employee access to personal information is limited on a need-to-know basis, and regular training on information security and data protection is provided. Physical storage areas containing personal information are secured, and access is restricted to authorized personnel only.

6. Your Rights and How to Exercise Them

6.1 Your Rights to Personal Information

You have certain rights regarding your personal information as provided under applicable laws and regulations. The specific types and conditions of these rights may vary across different countries or regions. The rights generally include the following:

(1) Right to Know

You have the right to be informed about how we process your personal information. This Privacy Policy has been formulated and published to provide you with clear information on our data processing and protection practices. You may also contact us to request additional information or clarification regarding the handling of your personal information.

(2) Access Right

You have the right to confirm whether we are processing your personal information and to access, query, or obtain a copy of the personal information we hold about you. Some personal information can be accessed or queried directly through your YMC account at any time. For other information, you may contact us to request access, inquiry, or a copy, and we will provide it in electronic form.

(3) Right to Correction

You have the right to request correction, supplementation, or updating of any inaccurate, incomplete, or outdated personal information relating to you. Certain information, such as your account details, can be updated directly through your YMC account. For other updates, you may contact us to request correction, supplementation, or updates to your personal information.

(4) Portability Right

Under certain circumstances prescribed by applicable laws and regulations—such as when the legal basis for processing your personal information is your consent or the necessity for concluding or performing a contract between you and us—you have the right to request that we provide your personal information in a structured, commonly-used, and machine-readable format. You also have the right to request that your personal information be transferred to another data controller designated by you. You can contact us to exercise this right.

(5) Right to Erase

In specific circumstances under applicable laws and regulations, you may request that we erase your personal information, for example, when the purpose of processing has been fulfilled, when you withdraw your consent and there is no other legal basis for processing, or when the processing is unlawful. However, if we are legally required or have legitimate reasons to retain your personal information, we may continue to do so.

You can erase certain personal information at any time by logging into your YMC account. You may also contact us to request the erasure of additional personal information. Please note that erasing personal information may affect our ability to provide certain features or services.

In accordance with applicable laws and regulations, we will promptly erase or anonymize your personal information. If immediate erasure or anonymization is not possible due to legal requirements or technical limitations, we will securely store your personal information, ensure it is not otherwise processed, and erase or anonymize it as soon as the limitations are lifted.

(6) Right to Restrict Processing

Under specific circumstances under applicable laws and regulations, you may request that we restrict the processing of some or all of your personal information—for example, when there is a dispute over its accuracy. You can contact us to request a suspension of processing.

(7) Right to Object

In certain circumstances, applicable laws and regulations grant you the right to object to our processing of your personal information, such as when the legal basis for processing is our legitimate interests or public interests. You can contact us to request that we stop processing your personal information for specific purposes. You also have the right to refuse receiving marketing information from us. You have the right to refuse to receive our marketing information.

(8) Consent and Withdrawal of Consent

For processing activities based on your consent, you have the right to independently decide whether to provide consent and to withdraw your consent at any time. You may withdraw consent for certain processing activities via your YMC account using the available functions, or by contacting us directly.

Once you withdraw consent, we will no longer process your personal information for the corresponding purposes, which may affect our ability to provide the related services. Any processing conducted prior to your withdrawal of consent remains valid and unaffected.

(9) Unsubscribing

You have the right to opt out of receiving our marketing information at any time. For marketing emails or messages, you can unsubscribe by clicking the “unsubscribe” link included in the message or by following other instructions provided.

(10) Disabling Message Notification

We may send you information about our products and services via push notifications, internal messages, and other channels, including promotions and updates to film and television episodes. If you do not wish to receive such notifications, you can disable them through your mobile device settings.

(11) Cookie Settings

For cookies and similar technologies used by us, please refer to our Cookie Policy, which provides instructions on how to manage and modify your cookie preferences.

(12) Complaints and Lawsuit

If you believe that we have violated applicable laws or regulations in processing your personal information, you have the right to file a complaint with the relevant data protection authority or pursue legal action through the courts.

6.3 Exercise and Response of Rights

You will not face any discrimination or adverse consequences for exercising your personal information rights.

You can contact us at peggy@your-missed-connections.com to exercise your rights or seek guidance regarding their exercise. In addition, you may exercise your rights more conveniently using the online functions provided by us, as described in the preceding sections.

We will respond to your requests promptly and within a reasonable time in accordance with applicable laws and regulations. To ensure security, we may need to verify your identity before

processing your request. Generally, we do not charge any fees for reasonable requests. However, for excessive, repetitive, or unreasonable requests, we reserve the right to charge a fee or decline the request at our discretion.

Please note that your rights are not absolute. Under applicable laws and regulations, certain rights may be subject to conditions or limitations, such as considerations of national security, public security, prevention and investigation of crimes, and protection of the legitimate rights and interests of others. If we are unable to fully or partially fulfill your request, we will provide an explanation. Similarly, if the laws and regulations in your country or region do not support specific rights, or if additional conditions or limitations apply, we will inform you accordingly.

7. Protection of Minors

Our Services are primarily intended for adults. In principle, users must be at least 17 years old to use our Services. Individuals under this age may only use the service with the involvement, supervision, and approval of a parent or legal guardian. We have various parental controls available to assist parents or legal guardians.

8. Application and Update of this Policy

8.1 Scope of Application

Some of our Services may be provided through, or utilize functions operated by, third-party platforms, or may include links to websites or services operated by third parties. The personal information practices of such third parties are governed by their own policies, which may differ from ours. Each third-party website, application, platform, or service maintains its independent privacy policy. This Policy does not apply to any products or services provided by third parties. Therefore, before using any third-party product or service, we strongly advise you to carefully review and understand the privacy policy published by that third party through its website, application, or platform.

8.2 Updates

In accordance with applicable laws and regulations and in light of the ongoing development of our Services, we may update and publish this Policy from time to time. We will notify you of updates in accordance with applicable data protection laws, using means such as notifications, push messages, pop-ups, or email.

If you continue to use our Services after an updated version of this Policy takes effect, you will be deemed to have accepted the update. If you do not accept the updated Policy, you should stop using our Services, including cancelling your YMC account.

Please refer to the top of the page for the latest update date of this Policy.

9. Contact us

If you encounter any issues related to personal information or privacy protection while using our Services, or if you have any questions, complaints, or suggestions regarding this Policy, you can contact our Data Protection Officer or Privacy Office through the following methods:

- Submit feedback online;
- Send an email peggy@your-missed-connections.com.