

PRIVACY POLICY

Last Updated: September 16, 2026

Blueprint Information (Hong Kong) Limited ("**we**," "**us**," "**our**," or "**Company**") respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how we collect, use, disclose, store, retain, and otherwise process information in connection with our TikTok Mini Drama application, website, web-based services, and related features (collectively, the "**Service**").

By accessing or using the Service, you acknowledge that you have read and understood this Privacy Policy.

1. DATA CONTROLLER AND CONTACT INFORMATION

The entity responsible for the Service is:

Blueprint Information (Hong Kong) Limited

Registration Country: China

Registration Region: Hong Kong

Registered Address: Unit 903A, 9/F., Cameron Commercial Centre, 458-468 Hennessy Road, Causeway Bay, Hong Kong

For privacy-related questions, requests, or complaints, please contact:

Privacy Contact Email: aly1cwq@hysgame.com.cn

Unless otherwise required by applicable law, Blueprint Information (Hong Kong) Limited is the entity responsible for processing personal information in connection with the Service.

2. SCOPE OF THIS PRIVACY POLICY

This Privacy Policy applies to personal information processed through the Service, including when you access or use our TikTok Mini Drama through TikTok's platform.

The Service may operate within or through TikTok's products, services, software, or WebView environment. TikTok may independently collect and process information in accordance with TikTok's own privacy policies and terms.

This Privacy Policy does not govern information collected directly by TikTok or other third parties acting independently as data controllers.

3. INFORMATION WE MAY COLLECT

Depending on how you use the Service, we may collect or receive the following categories of information.

3.1 Information Provided Through TikTok

When you access the Service through TikTok, we may receive certain information made available to us through TikTok's platform and APIs, subject to the permissions and technical capabilities applicable to the Service.

This may include:

- TikTok user or platform identifiers;
- basic account or profile information made available through TikTok;
- information necessary to authenticate or maintain a session;
- information relating to your interaction with the Service;
- information associated with advertising or reward events where technically available and permitted.

We do not request information from TikTok beyond what is reasonably necessary for the operation of the Service.

3.2 Information You Provide Directly

Depending on available features, you may voluntarily provide information such as:

- email address;
- customer service communications;
- feedback;
- reports or complaints;
- information included in support requests;
- other information you voluntarily submit to us.

We do not require you to provide information that is unnecessary for the relevant feature.

3.3 Technical and Usage Information

When you use the Service, we may automatically collect certain technical and usage information, such as:

- device type and model;
- operating system and version;
- application or platform version;
- browser or WebView information;
- IP address or approximate location derived from IP address;
- language and region settings;
- network information;
- device identifiers or similar technical identifiers where permitted;
- session information;
- access times;
- pages, screens, dramas, episodes, or features viewed;
- interaction and navigation information;

- crash logs;
- diagnostic information;
- performance information.

We use this information primarily to operate, maintain, secure, troubleshoot, and improve the Service.

4. HOW WE USE INFORMATION

We may use personal information for the following purposes:

1. to provide and operate the Service;
2. to authenticate or maintain access to the Service;
3. to provide drama, video, entertainment, and related content;
4. to remember your settings or preferences;
5. to provide customer support;
6. to respond to inquiries, complaints, and requests;
7. to monitor and improve Service performance;
8. to diagnose technical problems and prevent abuse;
9. to detect fraud, security incidents, or prohibited activities;
10. to maintain the security and integrity of the Service;
11. to measure engagement and usage;
12. to provide advertising and advertising-related functionality;
13. to provide rewarded advertising or other advertising-based features where available;
14. to understand how users interact with the Service;
15. to comply with legal obligations;
16. to establish, exercise, or defend legal claims;
17. to enforce our Terms of Service; and
18. for other purposes disclosed to you at the time information is collected.

We will not use personal information for materially incompatible purposes unless permitted or required by applicable law or otherwise authorized by you.

5. ADVERTISING AND MONETIZATION

The Service may contain advertisements, including rewarded advertisements, interstitial advertisements, or other advertising formats.

Advertising functionality may be provided by third-party advertising providers, including advertising technology providers integrated into TikTok or the Service.

Depending on the applicable platform and permissions, advertising providers may process information such as:

- advertising identifiers;
- device information;
- approximate location;
- advertising interaction information;
- technical information;

- information concerning ad impressions or conversions.

Third-party advertising providers may process information under their own privacy policies and terms.

Where required by applicable law, we will provide appropriate notices, obtain required permissions or consent, or provide available controls relating to personalized advertising.

6. INFORMATION SHARING AND DISCLOSURE

We may disclose personal information to the following categories of recipients where reasonably necessary and legally permitted:

6.1 Service Providers

We may use third-party service providers for functions such as:

- cloud hosting;
- content delivery;
- data storage;
- analytics;
- customer support;
- security;
- technical maintenance;
- advertising;
- fraud prevention;
- payment processing, where applicable.

Service providers may process information only as reasonably necessary to provide their services to us, subject to applicable contractual and legal requirements.

6.2 TikTok and Platform Providers

Because the Service may operate through TikTok, information may be exchanged with TikTok or made available through TikTok's technical infrastructure as necessary for the Service to function.

TikTok may independently process information under its own privacy policies.

6.3 Legal and Regulatory Requirements

We may disclose information where reasonably necessary to:

- comply with applicable laws;
- respond to lawful requests;
- comply with court orders or legal processes;
- protect our rights or property;
- protect users or the public;
- investigate fraud, abuse, or security incidents.

6.4 Corporate Transactions

If the Company is involved in a merger, acquisition, restructuring, financing, sale of assets, or similar transaction, personal information may be transferred as part of that transaction, subject to applicable law.

7. INTERNATIONAL DATA TRANSFERS

Because our Service is intended for users in multiple countries, personal information may be processed, stored, or accessed in jurisdictions other than the country in which you reside.

Depending on the Service's technical architecture and service providers, such jurisdictions may include:

- Hong Kong;
- China;
- Australia;
- Canada;
- Japan;
- South Korea;
- Singapore;
- the United States; and
- other jurisdictions where our service providers or infrastructure operate.

The actual locations may change as our technology providers and infrastructure change.

Where applicable law requires safeguards for international transfers, we will use legally recognized transfer mechanisms and appropriate contractual, technical, or organizational safeguards.

For Australian users, where Australian privacy law applies, we will take reasonable steps as required by applicable law in relation to overseas disclosures. Australia's Privacy Act framework specifically addresses overseas recipients and cross-border disclosures under APP 8.

8. DATA RETENTION

We retain personal information only for as long as reasonably necessary for the purposes described in this Privacy Policy, including to:

- provide the Service;
- maintain business and technical records;
- resolve disputes;
- prevent fraud and abuse;
- enforce agreements;
- comply with legal obligations; or
- protect our legitimate interests.

When personal information is no longer reasonably required, we will delete, anonymize, or securely dispose of it where reasonably practicable and as required by applicable law.

Retention periods may differ depending on the type of information and the purpose for which it was collected.

9. DATA SECURITY

We use reasonable technical and organizational measures designed to protect personal information against unauthorized access, disclosure, alteration, loss, misuse, or destruction.

These measures may include:

- access controls;
- authentication mechanisms;
- encryption where appropriate;
- security monitoring;
- system protections;
- restricted administrative access; and
- security and incident management procedures.

However, no internet transmission or electronic storage system can be guaranteed to be completely secure.

10. YOUR PRIVACY RIGHTS

Depending on your location and applicable law, you may have rights concerning your personal information, including:

- the right to access personal information;
- the right to request correction of inaccurate information;
- the right to request deletion;
- the right to object to certain processing;
- the right to restrict certain processing;
- the right to withdraw consent where processing relies on consent;
- the right to request data portability where applicable;
- the right to lodge a privacy complaint with a competent regulator.

Some rights are subject to legal exceptions and limitations.

To exercise a privacy right, contact:

aly1cwq@hysgame.com.cn

We may need to verify your identity before processing certain requests.

11. HONG KONG PRIVACY RIGHTS

As the Company is incorporated in Hong Kong, the Personal Data (Privacy) Ordinance (Cap. 486) ("PDPO") may apply to our processing of personal data.

Subject to applicable legal requirements and exemptions, individuals may have rights relating to access to and correction of their personal data.

We will handle personal data in accordance with applicable requirements concerning collection, use, retention, security, openness, access, and correction.

12. AUSTRALIAN USERS

If Australian privacy law applies to our processing of your personal information, we will handle applicable personal information in accordance with applicable requirements of the Australian Privacy Principles ("APPs") to the extent required by law.

Our privacy practices are intended to provide information concerning:

- the kinds of personal information we collect;
- how information is collected and held;
- purposes for collection, use, and disclosure;
- how individuals may request access or correction;
- how privacy complaints may be submitted and handled; and
- whether personal information is likely to be disclosed to overseas recipients.

These are among the matters identified in APP 1 for an APP privacy policy.

For Australian privacy requests or complaints, contact:

aly1cwq@hysgame.com.cn

If you are not satisfied with our response, you may have the right to contact the Office of the Australian Information Commissioner or another applicable regulator.

13. USERS IN OTHER JURISDICTIONS

Our Service may be available in Australia, Brazil, the Philippines, South Korea, Canada, Malaysia, Mexico, Japan, Saudi Arabia, Thailand, Türkiye, New Zealand, Indonesia, and other jurisdictions.

We intend to comply with mandatory privacy and consumer protection requirements applicable to users in those jurisdictions to the extent required by law.

Where local law provides rights or protections that cannot lawfully be excluded or limited, those rights and protections will continue to apply.

14. CHILDREN'S PRIVACY

The Service is not intended for children where applicable law prohibits us from providing the Service to them.

We do not knowingly collect personal information from children in violation of applicable law.

If you believe that a child has provided personal information to us in circumstances where collection was not permitted, please contact us at:

aly1cwq@hysgame.com.cn

We will take reasonable steps to investigate and, where appropriate, delete such information.

15. COOKIES AND SIMILAR TECHNOLOGIES

The Service or third-party service providers may use cookies, SDKs, local storage, pixels, or similar technologies.

These technologies may be used for:

- authentication;
- security;
- session management;
- analytics;
- performance monitoring;
- personalization;
- advertising;
- fraud prevention.

Where required by applicable law, we will obtain consent or provide appropriate controls before using technologies that require consent.

16. THIRD-PARTY SERVICES

The Service may contain or depend upon third-party services, platforms, websites, SDKs, advertising networks, or content providers.

Third parties may independently process personal information under their own privacy policies.

We encourage you to review the privacy policies of relevant third-party providers.

17. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time.

When we make material changes, we may provide an appropriate notice through the Service or other reasonable means.

The "Last Updated" date at the beginning of this Privacy Policy indicates when it was most recently revised.

Your continued use of the Service after an updated Privacy Policy becomes effective means that you acknowledge the updated policy, to the extent permitted by applicable law.

18. CONTACT US

For questions, privacy requests, complaints, or concerns regarding this Privacy Policy, please contact:

Blueprint Information (Hong Kong) Limited

Registered Address:

Unit 903A, 9/F., Cameron Commercial Centre,
458-468 Hennessy Road, Causeway Bay, Hong Kong

Privacy Email:

aly1cwq@hysgame.com.cn

Last Updated: September 16, 2026