
PRIVACY POLICY

Last updated: February 4, 2026

Shepherd23 Inc. (Korean: 주식회사 셰퍼드 23) (“Shepherd23,” “we,” “us,” or “our”) respects your privacy and is committed to protecting personal information collected through the FHound Insights service (the “Service”).

1. Company Information (Controller)

Legal name: Shepherd23 Inc. (주식회사 셰퍼드 23)

Address: B1F, Unit 84, 123 Seochojungang-ro, Seocho-gu, Seoul, Republic of Korea

Contact (all inquiries): official@shepherd23.com

2. Privacy Contact

For any questions, requests, or concerns regarding this Privacy Policy or our processing of personal information, please contact us at:

official@shepherd23.com

3. Information We Collect

We may collect:

- Account information: name, work email, company/organization, role/title (optional)
- Usage data: access logs, IP address, device/browser information, and feature usage
- Subscription and billing information: plan, billing status, and transaction metadata (payments are processed by third-party providers; we do not store full card details)

We do not intentionally collect sensitive personal data.

4. How We Use Information

We use personal information to:

- Provide, secure, and maintain the Service (authentication, access control, operations)
- Manage subscriptions, billing, and customer support
- Improve the Service, analytics, and user experience
- Communicate service, policy, and security updates
- Prevent fraud, abuse, and misuse

5. Payments, Sharing and Service Providers (Processors)

We do not sell personal information. We use certain service providers (“processors”) to operate the Service. In particular:

- Payments & Merchant of Record (MoR): We use Paddle as our Merchant of Record to process payments, issue invoices, and handle applicable taxes. In connection with your purchase, certain billing-related data may be processed by Paddle in accordance with their privacy practices.
- Hosting and infrastructure: Google Cloud Platform (GCP) – Cloud Run (region: us-west1, Oregon, USA)
- Analytics: Google Analytics 4 (GA4)

Processors are permitted to process personal information only to provide services to us and must protect it appropriately.

6. International Transfers

Your personal information may be processed and stored in countries other than your own. Because we host the Service on GCP Cloud Run in the United States (Oregon, us-west1), certain data may be transferred to and stored in the United States. We take reasonable steps to ensure appropriate safeguards are in place for cross-border transfers, as required by applicable law.

7. Cookies and Similar Technologies

We may use cookies or similar technologies for authentication, security, and analytics (including GA4). You can control cookies through your browser settings. Disabling cookies may affect certain Service features.

8. Retention

We retain personal information only as long as necessary for the purposes described in this policy, unless a longer retention period is required by law or contract.

Typical retention periods we apply for are:

- Records related to contracts, payments, and Service provision: 5 years
- Records related to complaints or dispute handling: 3 years

9. Your Rights

Depending on your location, you may have rights to access, correct, delete, or restrict processing of your personal information. You can submit requests to:

official@shepherd23.com

10. Security

We use reasonable technical and organizational measures to protect personal information (e.g., access controls, logging/monitoring). However, no system is 100% secure.

11. Changes

We may update this policy from time to time. Material changes will be communicated via the Service or email.