

# Privacy Policy

---

**Last updated:** 2026-05-19

This Privacy Policy explains how Motherhunt ("Motherhunt", "we", "us") collects, uses, stores and shares information when you use the marketing site at [motherhunt.com](https://motherhunt.com), the application at [mhnt.app](https://mhnt.app), the related localized hosts ( [es.](https://es.mhnt.com), [cn.](https://cn.mhnt.com), [ru.](https://ru.mhnt.com) ), and supporting services such as transactional email, the smart contracts, the indexer and the support inbox (together, the "Platform").

Motherhunt is a Web3 marketplace for fashion street scouting. Some of the information you provide is stored off-chain in our database; other information (wallet addresses, bids, karma scores, settlement events, bans) is recorded on a public blockchain and cannot be deleted or modified by us.

Read this Policy together with the [Terms of Use](#), the [Cookie Policy](#), the [Model Agreement](#) and the [Agency Agreement](#).

## 1. Who is the controller

The controller of personal data processed through the Platform is the operator of Motherhunt, part of the MyDAOgs ecosystem ( [mydaogs.com](https://mydaogs.com) ).

For privacy questions, data subject requests or any related concern, contact [support@motherhunt.com](mailto:support@motherhunt.com).

## 2. Who this Policy applies to

Different categories of users see and provide different data. This Policy covers all of them:

- **Visitors** — anyone browsing the marketing site or the public parts of the application
- **Scouters** — owners of a SCOUTING organization who discover talent and submit lots
- **Models** — members of a SCOUTING organization who confirm or reject lots that represent them
- **Headbookers and Bookers** — members of an AGENCY organization who evaluate lots, ask questions, place bids and acquire models
- **Administrators** — Project Admins, Project Superadmins and MyDAOgs Admins who govern access, applications, complaints and bans
- **Content administrators** — Payload CMS users who publish marketing-site content (blog, guides, FAQ, displayed agencies)

## 3. Information we collect

### 3.1 Account and authentication

When you create an account or sign in we process:

- display name, email address, profile image
- email verification state and your email-preference toggles ( `isSystemEmailsEnabled` , `isNewsletterEmailsEnabled` )
- magic-link sign-in tokens (short-lived, used to deliver one-time login links via email)
- OAuth artefacts kept by our authentication library ( `better-auth` ): access tokens, refresh tokens, ID tokens, scope and expiry, plus a hashed password if you ever set one
- captcha challenge results from hCaptcha during sign-in
- session records: session token, expiry, IP address, user agent, the organization currently active in the session, your role inside it and any ban projection ( `activeOrganizationBannedTill` , `activeMemberBannedTill` )
- for administrator sign-in: the connecting wallet address, the signed challenge, and the verified administrator role derived from the on-chain system contract

### 3.2 Organization data

When you create or join a SCOUTING or AGENCY organization we process:

- organization name, slug, optional logo, free-form metadata
- organization type (SCOUTING or AGENCY) and your role inside it (Owner / Member → Scouter / Model / Headbooker / Booker)
- for agencies: application status, application reviewer's wallet address, optional rejection reason, public-deal visibility setting
- counters such as listed lots, purchased lots, fulfilled lots, canceled lots
- invitations sent to other email addresses to join the organization
- on-chain ban projections ( `onchainBannedTill` )

### 3.3 Lot ("model profile") data

When a scouter creates a lot to list a model, we may store:

- real name (internal, hidden from agencies pre-deal)
- nickname and nickname-rotation options
- sex
- date of birth (only the derived age is shown to agencies pre-deal; the exact birth date is not exposed)
- body measurements: bust, waist, hips and feet (in millimetres)
- passport citizenship and current location (country, city)
- a Google Drive link provided by the scouter pointing to portfolio material hosted by the model
- the model's contact email — kept internal and **not shared with agencies before a deal is initiated**
- profile picture (uploaded image hosted on Cloudinary)

- on-chain status of the lot, minimum and immediate prices (USD), basis-points share values, and timestamps for activation, first bid, settlement, fulfilment, cancellation, appeals, and bid counters
- the model rejection timestamp and rejection reason, the cancellation reason, and any complaint outcomes attached to the lot
- the linked social identifier used by the model to verify identity ( `modelSocialId` , currently via VK OAuth)

The fields visible to agencies before a deal is initiated are limited to: profile picture, nickname, sex, age, measurements, citizenship, location and the Google Drive link. Email and exact birth date stay hidden until a deal begins.

### 3.4 Auction, voting, reputation and marketplace data

While you use the auction we collect:

- bids placed by your agency (amount in USD, share basis-points, status, timing)
- selections and selection items maintained by agencies (notes, priorities, approve/reject decisions)
- lot questions asked by agencies and answers from scouters
- conversations and messages in deal rooms, patronage rooms and support rooms, including read cursors per conversation, message body, optional plain-text preview, event types ( `CHAT` , `INVOICE_CREATED` , settlement events, etc.) and chat attachments
- invoices, invoice appeals and the related lifecycle timestamps
- settlement attempts, settlement-window state and resolution
- wallet-reset requests (requested new address, requester, reviewer wallet address, status, reason)
- hidden-lot preferences saved per member or per organization
- karma scores projected to the off-chain database from on-chain events
- complaints (subject, category, free-text description, optional evidence links) and any reviewer notes
- system messages and per-user read receipts

### 3.5 On-chain data

The on-chain layer (System, Auction and Karma contracts deployed to the selected network) records:

- wallet addresses of scouting organizations, agency organizations, members performing on-chain actions, and administrators
- bids, settlement and fulfilment events, lot lifecycle transitions, karma score updates, ban / unban events and governance actions

This information is **public and immutable**. We project relevant fragments back into the off-chain database ( `processed_blockchain_event` , `bid` , `lot.onchain*` fields, `scouter_karma_score` ) to power the UI and to recover from missed webhooks. Once data is on the blockchain, neither you nor

we can delete it.

### 3.6 Marketing-site content (Payload CMS)

The marketing site uses Payload CMS for public content (guides, blog posts, FAQ items, media, displayed agencies, authors). CMS administrator accounts include email, role, sessions and preferences. Public content may display author names, publication dates and localized metadata.

### 3.7 Communications and support

If you contact `support@motherhunt.com` or use the in-app support room we keep the messages, attachments and metadata required to handle your request. Magic-link emails, invitation emails, email-change confirmations, approval / rejection notices and operational notifications are sent through Zoho SMTP via Nodemailer.

### 3.8 Newsletter and product emails

If `isNewsletterEmailsEnabled` is on, we may send newsletter emails. `isSystemEmailsEnabled` controls transactional notifications such as deal updates, invoice activity and confirmation requests. Both can be toggled in your account settings. You cannot opt out of essential service messages while you have an active account.

### 3.9 Technical and device data

For every request your browser makes the Platform processes:

- IP address (read from `x-forwarded-for` / `x-real-ip` headers)
- user-agent string
- cookies and local browser storage as detailed in the [Cookie Policy](#)
- generic request metadata (URL, timestamp, response status) handled by our hosting and edge providers

### 3.10 Special category data

We do **not** intentionally collect special-category data (racial or ethnic origin, religion, health, sexual orientation, biometric data). Body measurements and birth date are collected for professional modeling-listing purposes and only with your knowledge and the model's explicit confirmation.

## 4. Why we process this data (legal bases)

We process personal data on the following legal bases:

- **Performance of a contract** with you — providing access to the Platform, authenticating you, running the auction, processing settlements, delivering chat between agencies and scouters
- **Legitimate interests** — preventing abuse and fraud (rate limits, captcha, complaints, bans), running analytical projections derived from blockchain events, securing the service, recovering data, sending operational service messages

- **Consent** — non-essential cookies (preferences, analytics, marketing), newsletter emails, optional social-identity linking. You can withdraw consent at any time without affecting prior processing
- **Compliance with legal obligations** — responding to lawful requests, retaining records when required by law, addressing complaints
- **Vital interests / safety** — investigating and acting on safety reports against organizations or lots

## 5. How long we keep data

Category	Retention
Account record (user, email, name, image)	While the account exists, plus a short cool-off period after deletion to handle disputes and chargebacks
Session records	Up to session expiry; deleted on sign-out or expiry
Magic-link tokens	One hour, then deleted
Lots, bids, invoices, settlements, complaints	While the lot / organization is active and as long as needed to honour disputes and audits; lots use a soft-delete ( <code>deletedAt</code> ) for operational integrity
Chat messages and attachments	While the conversation is active; orphaned Cloudinary attachments are removed by a cleanup sweep
Captcha responses, rate-limit counters	Hours to a few days in Upstash Redis
Cookies	See the <a href="#">Cookie Policy</a> . The consent cookie itself lasts up to 180 days
On-chain data	Permanent. The blockchain is append-only and is outside our control
Processed blockchain events and aggregated platform stats	Indefinitely, as part of the canonical history of the auction

When you ask us to delete your off-chain account, we erase or anonymise account, session, profile, lot, conversation, complaint and similar records as far as we technically can. **We cannot erase data stored on the blockchain.**

## 6. Public visibility

Some information is visible to other users or to the public by design.

- Public visitors may view approved agency profiles, scouter profiles, public lots, bid history, marketplace statistics, selected activity-feed entries, ban-status signals and visibility-filtered fulfilled-deal information.
- Organization names, slugs, logos, public counters, lot card data and selected marketplace state may be visible on public pages.
- Fulfilled-deal visibility uses organization privacy settings; public fulfilled-deal surfaces require visibility permission from both the scouting and the acquired agency organization. When

metadata is hidden, the app uses generic marketplace copy instead of exposing private settlement details.

- Messages, attachments, support tickets, complaints, model profile details and sensitive lot data are not public by default and are shown only to roles the service authorizes.

## 7. Who we share data with

We share personal data only with parties that need it to deliver the Platform.

### 7.1 Other users of the Platform

- Agencies see the pre-deal projection of every active lot.
- Scouters see questions, bids, invoices and conversations associated with their own lots.
- Models see the lot that represents them and any reasons attached to a rejection or cancellation.
- Administrators see governance-relevant data (applications, complaints, wallet-reset requests, ban actions).
- Anyone can see organization profiles and karma scores that are made public by design.

### 7.2 Service providers

We rely on the following processors. Each is bound by its own privacy and security obligations:

- **MongoDB Atlas (or equivalent host)** — primary off-chain database
- **Upstash Redis** — session-enrichment cache, rate-limit counters, short-lived authentication state
- **Cloudinary** — image hosting (profile pictures, chat attachments)
- **Zoho Mail / SMTP ( smtp.zoho.com ) via Nodemailer** — transactional and authentication emails
- **hCaptcha** — bot protection during sign-in
- **Reown (WalletConnect) AppKit / wagmi / viem** — Web3 wallet connection. AppKit analytics are explicitly disabled in our configuration
- **Alchemy** — blockchain RPC and webhook indexing
- **VK** — optional social-identity verification for models
- **The blockchain network operators** (validators / RPC providers) — for on-chain transactions you sign yourself
- **Vercel / Vercel Blob** or equivalent hosting and CDN providers
- **Payload CMS** — marketing-site content management
- **GitHub Actions** — scheduled cron jobs that reconcile blockchain state

We do not sell personal data to advertisers or data brokers.

### 7.3 Legal and safety disclosures

We may disclose data when required by law, court order, or to protect the rights, property or safety of users or the public.

## 8. International transfers

Our processors typically operate in the European Union and the United States. When data is transferred outside your country we rely on contractual safeguards offered by the processor (standard contractual clauses or equivalent). The blockchain network is global and accessible to anyone.

## 9. Your rights

Depending on where you live you may have the following rights:

- **Access** — ask for a copy of the personal data we hold about you
- **Rectification** — ask us to correct inaccurate or incomplete data
- **Erasure** — ask us to delete off-chain data we hold about you (the blockchain layer is excluded)
- **Restriction and objection** — ask us to limit or stop certain processing, including processing based on our legitimate interests
- **Portability** — receive a copy of certain data in a machine-readable format
- **Withdrawing consent** — for any processing based on consent (non-essential cookies, newsletter, optional social-identity linking)
- **Complaint** — lodge a complaint with the data protection authority of your country

To exercise any right, email [support@motherhunt.com](mailto:support@motherhunt.com). We may ask you to verify your identity before acting. We aim to respond within 30 days.

## 10. Children

The Platform is not intended for children. A model represented by a lot must be of the legal working age for the modeling industry in the model's country and must explicitly confirm the lot before it can become active. If a guardian's permission is required by local law, the confirming user must have it.

## 11. Security

We take reasonable technical and organisational measures to protect the data we process, including HTTPS in production, secure cookies ( `Secure` , `SameSite=Lax` ), captcha and rate-limiting on sensitive endpoints, signed Cloudinary uploads, webhook signature checks, cron secrets, encrypted environment secrets, separation of administrator roles, and audit fields on sensitive admin actions ( `adminActionSignature` ). No service can guarantee perfect security.

## 12. Wallet security

The Platform does not custody your private keys. You control your wallet. Signing a transaction is your responsibility. If you lose access to your wallet, an administrator may approve a wallet-reset request through the governance flow, but we cannot recover funds already sent on-chain.

### **13. Changes to this Policy**

We may update this Privacy Policy when our processing changes. The latest version is always available in the footer of the application and the marketing site. The "Last updated" date at the top of this document reflects the latest revision.

### **14. Contact**

Privacy questions, data subject requests, or any related concern: [support@motherhunt.com](mailto:support@motherhunt.com).