EastmarkHK Social

Privacy Report

macOS 14+ · Apple silicon

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1. Introduction

This Privacy Report applies to **EastmarkHK Social** (bundle ID com.eastmarkhk.EastmarkHKSocial), version 1.0.0. The product is a **native macOS 14+** app for Apple silicon. It writes branded social posts and short videos with AI, then publishes them through **Safari or Chrome on this Mac**. There is no Metricool account and no EastmarkHK cloud.

This document describes the data the app stores, what it is used for, every network connection the app can make and the system permissions it requires. It is published at https://eastmarkhk.com/privacy/ and is the source for Mac App Store materials (Privacy Nutrition Labels and PrivacyInfo.xcprivacy) if a store build is submitted. The build distributed today is a notarized DMG.

EastmarkHK does not operate an account system for this app and does not receive your posts, pictures, videos or logins. Drafts stay on this Mac. AI calls use *your own* OpenRouter API key and are sent only to OpenRouter. Social-network logins you choose to save stay encrypted on this Mac and are typed into the network's own login page in your browser. There is no advertising SDK and no analytics SDK.

2. Data Stored by EastmarkHK Social

Data	Storage	Shared With	Purpose
Posts: headlines, sublines, captions, status, layout	Application Support folder on this Mac	Nobody, until you publish. Publishing sends the caption and media to the social network you chose, through your browser	Review, schedule and publish
Pictures, videos and GIFs	Folder you choose (default Downloads/social)	The social network, only when you publish that file	The media attached to a post
Product photos you add for a video (up to 5)	That post's folder on this Mac	OpenRouter, only when you make a video from those photos	Keep that product and restage it
A video you add yourself	That post's folder on this Mac	Nobody. It is resized on this Mac	Add the logo and website on the last page
Brand name, website, voice and optional logo	Local preferences and the app support folder	OpenRouter, only as part of the prompt when you generate	Keep posts on-brand
Project folder path, which projects are selected, and your notes about them	Local preferences. Project files are read from the folder you choose	OpenRouter, only the text needed to write a post	Write posts about your products
OpenRouter API key	Encrypted file in Application Support (AES-256-GCM). Not the macOS Keychain	OpenRouter, as the authorisation header, only when a generation, video, price check or translation runs	Call the models you pay for
Social-network login and password (optional, per network)	Same encrypted file. Not the Keychain	That network's own login page in your browser, only when the page asks you to sign in	Sign in again without retyping
Interface language, post language, theme, models, video settings, schedule, browser choice	Local preferences	OpenRouter receives UI strings only if you ask the app to translate itself	Remember how you work

Data	Storage	Shared With	Purpose
Routines, posts scheduled in Review, and the launchd agent that starts the app for them	Local preferences and a launchd agent in ~/Library/LaunchAgents	Nobody	Run routines and scheduled posts even when the app is closed
Translation memory	Application Support	Nobody after the first translation	Avoid translating the same sentence twice

Scheduling. Routines and posts you schedule in Review run even when the app is closed: macOS starts the app at the right time through a small launchd agent the app writes in ~/Library/LaunchAgents. If you turn on “Wake the Mac just before each routine”, the app also asks macOS (pmset, with your administrator password once) to wake the Mac a few minutes early, and, if you ask for it, to keep the Mac awake with the lid closed. Nothing is sent anywhere.

No EastmarkHK account. The app does not ask you to sign in to EastmarkHK. Credit is the OpenRouter balance on the key you paste. Social passwords are never sent to EastmarkHK.

3. Network Connections

The app itself talks to OpenRouter. Everything else is your browser, opened on this Mac, or a page you open from Settings. EastmarkHK has no server in this path.

Endpoint	Purpose	Triggered By	Data Sent
openrouter.ai API (your key)	Write posts, draw backgrounds, make videos, compare model prices, translate the interface, show remaining credit	You generate, compare, make a video, change the app language, or the balance chip refreshes	Your OpenRouter key, the model id, the prompt, and product photos when you attached them for a video. A video you added yourself is not uploaded. Not your social passwords
Social networks (Instagram, Facebook, LinkedIn, TikTok, Pinterest, Threads) in Safari or Chrome	Open the composer or the login page and publish	You press Publish, Test the session, or Open login page	Whatever that site normally receives in your browser: the caption, the media file, and a login only if the site asks. EastmarkHK does not see it
eastmarkhk.com	Company site, this privacy report, support	You click the footer or an About link	Normal browser traffic. The app does not upload posts
openrouter.ai website	Create a key or buy credit	You click the links in Settings	Your browser session on OpenRouter’s site

4. Publishing through your browser

Publish does not use a platform API. The app asks macOS for permission to control Safari or Chrome (Apple Events) and, when a file dialog appears, to type the file path (Accessibility / System Events). The browser session is yours. A stored login is used only when the network shows a login form.

X is not supported. Turning a network off in Settings stops the app from opening it. Removing a login deletes it from the encrypted file.

5. System Permissions

Permission	Required?	Why
Outgoing network (client)	Yes	Reach OpenRouter
Apple Events (Safari or Chrome)	Yes, to publish	Open the composer and run the publish steps in the browser you chose
Accessibility (System Events)	Yes, to attach a file	Type the picture path into the browser’s open dialog
Files you choose (projects folder, export folder, logo)	Yes	Read project notes and write posters and videos
Application Support	Yes	Encrypted secrets and the post library

Permission	Required?	Why
Login item	Optional	Launch at login so schedules keep running
Administrator (pmset)	Optional	Wake the Mac before a routine or a scheduled post, and keep it awake with the lid closed
Camera, microphone, contacts, location, photos library, calendar	No	Not used
macOS Keychain	No	Secrets stay in the app's own encrypted file

6. Children

EastmarkHK Social is a business publishing tool. It is not directed at children under 13 (or under 16 in the European Union), and we do not knowingly collect any data from children.

7. Changes

Updates to this report are published at https://eastmarkhk.com/privacy/ with a new "Updated" date. Material changes to what leaves your computer are noted in the release notes of the version that introduces them.

8. Contact

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You are responsible for the posts you publish and for complying with each network's terms. EastmarkHK does not post on your behalf from a server.