

Personal Information Protection Policy

2019.05.31

Acquisition of personal information

We will acquire your personal information by legal and fair means in compliance with laws and regulations.

Handling of Personal Information

In order to handle personal information appropriately, we will comply with the laws and regulations regarding personal information and other standards.

We will clarify the rules and regulations regarding the handling of personal information and ensure that all employees are familiar with them. We also request that contractors handling personal information handle personal information in an appropriate manner.

Purpose of use of personal information

We collect personal information such as name, e-mail address, occupation, workplace, title, date of birth, gender, address, telephone number, etc. in order to provide our customers with higher quality services and publications. The personal information provided by the customer will be used only for the following purposes. If it becomes necessary to use the personal information provided by the customer beyond the scope of the following purposes, we will notify the customer and take the necessary procedures on a case-by-case basis.

- (1) To provide our information distribution services to customers who have registered for our services.
- (2) To respond to inquiries and requests from customers
- (3) To provide information and proposals regarding products and services offered by the Company through direct marketing, telemarketing, and other methods.
- (4) To provide information on magazines, books, seminars, events, etc., and to conduct questionnaire surveys, etc.
- (5) To provide personal information to the advertisers of advertisements, etc. posted on the Company's media or the distributors of products introduced in the Company's media (hereinafter referred to as "Advertisers, etc.") in accordance with the following "Use of Personal Information and Disclosure and Provision to Third Parties".
- (5) To provide personal information to the advertisers of advertisements, etc. posted in our media or the distributors of products introduced in our media (hereinafter referred to as "Advertisers, etc.") in accordance with "Use of Personal Information and Disclosure/Provision to Third Parties" below.
- (6) To analyze the use of services by customers, develop new services, and improve existing services.
- (7) To personalize the content and advertisements that you view based on your occupation, business type, age, position, or other attributes, or your browsing history on the websites operated by the Company.
- (8) To carry out operations related to recruitment activities at the Company
- (9) For personnel and employment management in the Company
- (10) For purposes incidental to the above purposes of use

Management and Protection of Personal Information

In order to prevent risks such as unauthorized access to personal information and leakage, loss, or damage of personal information, we will take reasonable safety measures and continuously improve our personal information security system by injecting management resources that match the actual conditions of our business. In addition, in the unlikely event of an accident such as a leak of personal information, we will promptly take corrective measures.

Use of Personal Information and Disclosure/Provision to Third Parties

Our group companies will not provide customers' personal information to third parties without their consent, except in the following cases.

- (1) When required by law
- (2) When it is necessary to protect the vital interests of the customer or the public.
- (3) When personal information is provided and used through an opt-out procedure in accordance with laws and regulations.
- (4) Joint use of personal information

In the event that the Company establishes a new group company in the future, the Company may share the personal information of customers with the newly established company and other companies in accordance with the provisions of individual rules and regulations.

Reference, correction, and deletion of information, and cessation of provision to third parties

Customers may request the Company to disclose their own personal information (notification and disclosure of the purpose of use; correction, addition, or deletion of the content of personal information; cessation of use or deletion of personal information; cessation of provision to third parties such as advertisers) by contacting the Company's inquiry desk listed below. In such cases, the Company will respond within a reasonable period of time after confirming the identity of the customer.

If you have any complaints or inquiries regarding our handling of personal information, please contact us at the following address.

Please note that if you stop using or delete your personal information, or stop providing it to a third party such as an advertiser, you may not be able to use all or part of the services provided by the Company.

Outsourcing of information processing

When entrusting the handling of personal information to a third party, we will select a third party that meets sufficient standards for the protection of personal information, and conduct necessary and appropriate supervision of the third party to ensure safe management.

Handling of anonymously processed information

When creating anonymously processed information (information about individuals obtained by processing personal information so that specific individuals cannot be identified through measures stipulated by laws and regulations, and the said personal information cannot be restored), the Company will take the following measures

- (1) Appropriate processing in accordance with the standards specified by law.
- (2) In accordance with the standards set forth in laws and regulations, take safety management measures to prevent the leakage of deleted information and information about the processing method.
- (3) To disclose the items of information contained in the created anonymized processed information.
- (4) No action is taken to identify the person whose personal information is the source of the creation.

When providing anonymized processed information to a third party, the Company shall publicly announce the items of information about individuals included in the anonymized processed information to be provided and the method of provision, and shall clearly indicate to the third party to whom the information is to be provided that the information to be provided is anonymized processed information.

The items of information included in the anonymized processed information to be created by the Company, the items of information included in the anonymized processed information to be provided to third parties, and the method of provision shall be as follows.

(1) Items of information about individuals

(i) Customer demographic data (data obtained by the Company or its clients that is limited to the customer's age, gender, occupation or industry, or region by prefecture, etc.)

(ii) Activity data for customers (data that excludes our company's or our client's location, company name, contact information, specific transaction details, and information that can identify customers from the content and results of sales activities conducted by our company or our client for customers)

(iii) Customer response data (data that excludes our company's or our client's location, company name, contact information, specific transaction details, and information that can identify the customer from the customer's response to our company's or our client's sales activities and behavior history)

(2) Method of provision

(i) File sharing by uploading to a cloud system

(ii) Hand-over password-protected electronic files on external storage media.

About Google Analytics

We use Google Analytics to collect and analyze access logs, which use cookies to collect information without identifying you. The logs will be managed in accordance with Google's privacy policy. For more information about Google Analytics and Google's privacy policy, please see below.

Google Analytics <http://www.google.com/intl/ja/analytics/>

Google Privacy Policy <http://www.google.co.jp/intl/ja/policies/privacy/>

Disclaimer

If you are transferred from this site to another site through a link or banner, we assume no responsibility for the information or services provided on the destination site.

We strive to provide the most accurate content and information on this site, but there are times when incorrect information is introduced or information is out of date.

Please note that we cannot be held responsible for any damages caused by the contents of this website.

Changes to the Privacy Policy

In addition to complying with the Japanese laws and regulations applicable to personal information, this website will review and improve the content of this Privacy Policy from time to time.

The revised and updated privacy policy will always be disclosed on this page.

Cookie Policy Pop Tool

<https://cookieconsent.insites.com/download/#>

Contact for inquiries about personal information

Magic Moment Corporation Personal Information Manager

info@magicmomet.jp

Azabu Kaisei Building 3F, 1-8-10 Azabudai, Minato-ku, Tokyo 106-0041, Japan