

Matters Disclosed Regarding Personal Information

Dentsu Runway Inc. (hereinafter the “Company”) will use customers’ personal information only to the extent necessary for achieving the following purposes and will strive to handle and protect the information properly.

1. Matters Disclosed Regarding Purposes of Using Personal Information

The table below shows the Company’s uses for personal information.

(1) Purposes for using retained personal data

The person concerned can request that the Company notify them of the purpose for using their retained personal data, including the purposes for disclosing and making corrections, additions, or deletions to this data as well as the purposes for discontinuing the use of such data, erasing it, or discontinuing to providing it to third parties (hereinafter “Disclosure, etc.”).

Type of personal information	Purpose(s) for usage
Uriageganba customer information RUNWAY PLUS customer information	-To provide the Company’s advertising consulting and other services -To provide information on the Company’s products and services
Information provided at the time of inquiries of any kind	-To respond to the inquiries in question
Job applicants’ information	-To screen and employ personnel the Company needs
Prospective employees’ information	-To conduct personnel management and necessary communication prior to official employment
Employees’ information	-To conduct personnel management and business communication
Retirees’ information	-To conduct personnel management of retirees under legislation
Visitors’ personal information	-To control who enters and exits the building
Business partners’ members’ personal information	-To conduct courtesy business communication and greetings

(2) Purposes for using personal information other than any retained personal data

Type of personal information	Purpose(s) for usage
Personal information that the client has entrusted to the Company that is incidental to business	-To perform entrusted business (questionnaires, consumer behavior surveys, data entry, campaigns, prize shipping, etc.)

2. Matters Regarding the Jointly Utilized Personal Information

The Company will engage in the jointly utilized personal information as follows:

- (1) Items of personal information are subject to the jointly use and usage purposes of joint users.

Items of personal information	Purpose(s) for usage
Uriageganba customer information RUNWAY PLUS customer information (Name, address, email address, company name, browsing history obtained by cookies, and analysis results thereof)	-To provide the Company's advertising consulting and other services -To provide information on the Company's products and services
Business partners' members' personal information (Name, address, telephone number, email address, company name, etc.)	-To conduct business communication and for greetings

- (2) Scope of joint users

Dentsu Group Inc. and its subsidiaries (Please see this <https://www.japan.dentsu.com/en/ournetwork.html> for a list.)

- (3) The person responsible for managing personal information is subject to shared information use.

Dentsu Runway Inc.

1-8-1 Higashi-Shimbashi, Minato-ku, Tokyo (within the Dentsu Headquarters Building)

Atsushi Suzuki, Chief Executive Officer

3. Items to Be Informed about Retained Personal Data

The Company informs the following items regarding the handling of retained personal data:

- (1) Company name: Dentsu Runway Inc.

- (2) Personal information protection manager: Head of the Human Resources & General Affairs Dept.

- (3) Purposes for using retained personal data:

Refer to "1. Matters Disclosed Regarding Purposes of Using Personal Information."

- (4) Point of contact for receiving inquiries, complaints, etc. concerning the handling of retained personal data:

Title: Personal Information Protection Inquiry Desk

Address: 1-8-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7001

E-mail: DR-privacy-info@group.dentsu.co.jp

- (5) The accredited personal information protection organization to which the Company belongs, and the point of contact for requests pertaining to complaint settlements:

Currently, the Company is not part of an accredited personal information protection

organization.

(6) Method of requesting disclosure, etc.:

Refer to “4. Procedure for Responding to Requests for Disclosure, etc. of Personal Information.”

(7) Measures taken for the safety management of retained personal data

① Establishment of Basic Policies

Our Company establishes the policy for protection of personal information based on the Personal Information Protection Act and JIS Q 15001 for the proper management of personal data (including personal information obtained or to be obtained and to be processed by our Company as personal data. The same applies in (7) below.).

② Establishment of Rules for Processing Personal Data

We establish the ways to process the personal data and internal rules based on the policy for the protection of personal information regarding the person(s) in charge and his or her responsibilities, etc.

③ Organizational Safety Control Measures

Under the personal information protection management system, we clarify the scope of the personnel who will process personal data and the scope of personal data to be processed and organize the report-contact system for the cases where an actual or a risk of violation of laws and regulations and rules for the processing is found.

④ Human Safety Control Measures

We provide the employees, etc., with appropriate education regarding the protection of personal information and thoroughly familiarize them with the laws and regulations and internal rules, etc. Also, we have the employees, etc., submit their written pledges regarding the confidentiality of personal data.

⑤ Physical Safety Control Measures

We implement entrance and exit controls for our office and take measures to prevent the entrance and exit of those without access. Also, we take measures to prevent loss, theft, etc., when transferring personal data.

⑥ Technological Safety Measures

We limit the scope of personnel who can access the personal information database, etc., and introduce measures to protect the information system from unauthorized access from outside, malware, etc

⑦ Grasping the external environment

When we process personal data in foreign countries, we implement safety management measures after understanding the system for protecting personal information in such foreign countries.

4. Procedure for Responding to Requests for Disclosure, etc. of Personal Information

You can send the Company a request if you would like them to notify you of the purpose for using your retained personal data. This includes the purpose for disclosing and making corrections, additions, or deletions to this data as well as the purposes for discontinuing the use of such data, erasing it, or discontinuing to provide it to third parties. You can also send complaints or requests for consultation about personal information to the Personal Information Protection Inquiry Desk (E-mail: DR-privacy-info@group.dentsu.co.jp). However, please note that the Company cannot accommodate such requests when it is not allowed under legislation to disclose the requested personal information, or after the data's retention period at the Company elapses.

To request disclosure of your personal information, please download the “request form for inquiries on personal information” from the website, fill it out, and send it to the address included below.

[Documents to be sent]

(1) Request form for inquiries on personal information

Please fill in the following items on the prescribed form:

- (i) The address, name, telephone number, and affixed seal of the person concerned
- (ii) The date of the request
- (iii) Details identifying the personal information to be disclosed

(2) Certificate verifying the identity of the person concerned or an agent

<In the case of the person concerned>

- A copy of either a driver’s license, a passport, a health insurance card, or a residence card

<In the case of an agent>

- A power of attorney showing the mandate (required)
- Either the concerned person’s certificate of seal-impression affixed on the power of attorney, or the agent’s identification documents

(3) Fee: 1,000 yen (only for notification of usage purpose and disclosure)

[Send to]

Address:

Dentsu Headquarters Building, 1-8-1 Higashi-Shimbashi, Minato-ku, Tokyo

Post code 105-7001

Personal Information Protection Inquiry Desk, Dentsu Runway Inc.

* To make a request through an agent, please contact the Personal Information Protection Inquiry Desk.

Only the following persons may make a request as an agent:

- A statutory agent of a minor or adult ward
- An agent mandated by the person concerned to request disclosure, etc.

Upon receipt of the above request and after having conducted the necessary investigation, the Company will provide a written response within two weeks. Please note that, to prevent divulgence of personal information by identity theft, the Company will provide a response by postal mail, which only the person concerned can receive.