

**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	Contents	Acquisition method	Purpose(s) for usage
Uriageganba customer information	Full Name Business Email Work Phone Number Company Name About where you work (Select: Advertiser, Advertising Agency, Advertising Production Company, Media Company, Other) Category of Interest	- Fill out the “Download Service Materials” form on the Uriageganba site	- To use for marketing analysis for the purpose of improving the quality of services provided by the Company, including Uriageganba.
RUNWAY PLUS customer information	Full Name Business Email Work Phone Number Company Name About where you work (Select: Advertiser, Advertising Agency, Advertising Production Company, Media Company, Other) Category of Interest	- Fill out the form to download “Advertising Textbook” on RUNWAY PLUS	- To use for marketing analysis for the purpose of improving the quality of services provided by the Company, including RUNWAY PLUS.
Information provided at the time of inquiries of any kind	Full Name E-Mail Address Phone Number Address Affiliation Information Position, etc. Interests in marketing communications Event participation information Information provided by the person concerned in connection with inquiries, etc. Other information necessary for the purposes of use listed	- Obtain information from the person concerned including event participation, newsletter subscriptions, survey responses, inquiries to the Company, requests, etc. - Obtain information through tags, etc. placed on the Company's website	- To respond to the inquiries in question

	on the left		
Information on talents/celebrities and other prominent individuals	Full Name E-Mail Address Phone Number Address Affiliation Information Position Other information necessary for the purposes of use listed on the left	- Obtain information from the person concerned or through the company to which he/she belongs, etc. or through event-related companies including the Company's group companies.	- To negotiate for the appearance of celebrities and other prominent individuals in programs, commercials, events, seminars, etc., and to produce and manage such programs, etc.
Job applicants' information	Full Name E-Mail Address Phone Number Address Affiliation Information Position Other information necessary for the purposes of use listed on the left	- Obtain information from the person concerned or through recruitment agencies, etc.	- To make various contacts necessary for the implementation of recruitment, hiring, and selection activities - To screen and employ personnel the Company needs
Employees' information	Full name, employee number, department, position, employment status, photo, date of hire, affiliation history, employee email address, information concerning work mobile device (including phone number) , etc.	- Obtain information from the person concerned	- To perform necessary tasks related to employment, such as evaluation, labor management, and various communications related to the relevant personnel
Retirees' information	Full name, address, age, date of birth, gender, phone number, photo, etc.	- Obtain information from the person concerned	- To conduct personnel management of retirees under legislation
Visitors' personal information	Full Name E-Mail Address Phone Number Address Affiliation Information Position Other information necessary for the purposes of use listed on the left	- Obtain information from the person concerned or through the company to which he/she belongs, etc.	- To keep track of persons entering and leaving the premises for the purpose of ensuring security, including office security
Business partners' members' personal information	Full Name E-Mail Address Phone Number Address Affiliation Information Position Other information necessary for the purposes of use listed on the left	- Obtain information from the person concerned or through the company to which he/she belongs, etc.	- To communicate with business partners for the purpose of conducting business related to such business partners - To send greetings, etc. for the purpose of maintaining relationships with such business partners

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

Type of personal information	Contents	Acquisition method	Purpose(s) for usage
Personal information that the client has entrusted to the Company that is incidental to business	Full Name E-Mail Address Phone Number Address Affiliation Information Position Interests in marketing communications Event participation information Other information necessary for the purposes of use listed on the left	<ul style="list-style-type: none"> <li>- Obtain information from the person concerned including event participation, newsletter subscriptions, survey responses, inquiries to the Company, requests, etc.</li> <li>- Obtaining information through tags, etc. placed on the Company's website</li> <li>- Obtaining information from partner companies</li> </ul>	- 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	Contents	Acquisition method	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)	Full Name E-Mail Address Phone Number Address Affiliation Information Position Interest in the Company's services Event participation information Other information necessary for the purposes of use listed on the left	- Obtain information from the person concerned including event participation, newsletter subscriptions, survey responses, inquiries to the Company, requests, etc.	<ul style="list-style-type: none"> <li>- To provide the Company's advertising consulting and other services</li> <li>- To provide information on the Company's products and services</li> </ul>
Business partners' members' personal information (Name, address, telephone number, email address, company name, etc.)	Full Name E-Mail Address Phone Number Address Affiliation Information Position Other information necessary for the purposes of use listed on the left	- Obtain information from the person concerned or through the company to which he/she belongs, 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 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 Dentsu Group Information Security Policy as well as internal rules based on the policy for the protection of personal information regarding the ways to process the personal data and 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, unauthorized software such as 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](mailto: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.