

In accordance with the revision of the Personal Information Protection Law, we will partially revise our Privacy Policy effective from April 1, 2022.

This revision does not change the purposes of use or handling of personal information entrusted to us.

<Major Revisions>

· Preamble	In addition to the name of the business operator handling personal information, the address and name of the representative are listed.
2. Development of Management System	Specific means for safe and appropriate management of personal information is described.
5. Use of Personal Information	The contents of newly prohibited items due to the revision of the law are described.
6. Accuracy & Security	Specific means for safe and appropriate management of personal information is described.
7. Restrictions on Provision to Third Parties	The text has been changed to conform to legal descriptions.
9. Supervision of Outsourcing	Words and phrases regarding safety control measures have been added.
· Customer Service	The contact phone number of the Shinjuku Store has been changed.
· Purposes of Use	Revised into more detail so that our customers will be able to specifically assume how we will handle personal information.
· Others	Minor changes have been made to words and phrases.

PRIVACY POLICY

To provide the best possible service to our customers.

We recognize that managing personal information of our valuable customers safely and using it correctly in accordance with the purposes of use, is one of our most important responsibilities.

Keio Department Store Co., Ltd. (hereinafter referred to as "We") is aware that from the nature of our business, which is "Trustworthy, Reliable, and Safe", an even higher level of ethics and corporate behavior with respect to the protection of personal information is required. In addition to complying with the "Act of the Protection of Personal Information", we have established strict voluntary standards that go beyond legal regulations, and we will comply with these standards.

We recognize that personal information of our customers is indispensable for us to provide the best service and that it is our most important responsibility to carefully protect such information, and we hereby declare that we will manage such information safely and use it correctly for the intended purposes in accordance with the following policies.

Keio Department Store Co., Ltd.
1-1-4 Nishi-Shinjuku, Shinjuku-ku, Tokyo
President Ichiro Komada

1. Personal Information Protection Regulations

We have established "Personal Information Protection Regulations" as standards for appropriate acquisition, management, and use of personal information.

2. Development of Management Structure

We will appoint a Chief Privacy Officer (CPO) to supervise personal information management structure, as well as assign a person responsible for handling personal information in each department to ensure appropriate protection and management under their direction.

In addition, we will prepare a manual for handling personal information, and conduct periodic audits to ensure that the manual is being properly implemented.

3. Specification of Purposes of Use

Upon handling personal information of our customers, we will specify the purposes of use in advance as specifically as possible.

4. Acquisition of Personal Information

We will obtain prior consent from our customers regarding the purposes of use of personal information and acquire personal information within the scope of necessary in an appropriate manner.

5. Use of Personal Information

We will use personal information only within the purposes of use which we have obtained prior consent from our customers, and will not use personal information when it might encourage or induce illegal or unjust act, even if the use is within the purposes of use.

6. Accuracy & Security

We will maintain personal information accurately and updated, and proceed appropriate and logical methods including the following to protect personal information against unauthorized access, loss, destruction, modification, and disclosure.

- (1) We will prepare a manual regarding storage methods, storage locations, storage periods, disposal methods, and will strictly manage personal information in accordance with the manual.
- (2) We will protect electronic devices and management systems that handle personal information against external unauthorized access and unauthorized software.

7. Restrictions on Provision to Third Parties

We will not disclosure and provide personal information of our customers to third parties unless the following cases:

- (1) When we have obtained consent from our customers.
- (2) When it is in accordance with law.
- (3) When it is necessary for life, health, or protection of property, but difficult to obtain consent from the individual.
- (4) When it is necessary for improving public health or promoting healthy development of children, but difficult to obtain consent from the individual.
- (5) When it is necessary to cooperate with a national agency, a local government, or an individual or entity entrusted by either a national agency or local government to execute affairs prescribed by law, but obtaining the consent of the individual is likely to impede the execution of such affairs.

8. Education & Awareness

We will educate our employees regarding the protection of personal information and ensure that they are fully aware of the protection of personal information.

9. Supervision of Outsourcing

Upon outsourcing the handling of personal information, we will conduct periodic audits, and supervise, manage, and guide outsourcing companies to ensure the same security management as we have in place.

10. Disclosure, Correction, and Suspension of Use of Personal Information

Upon a customer's request of disclosure, correction, or discontinuation of use of personal information, we will deal with the request within a reasonable scope after confirming the identity of the customer.

11. Compliance with Related Laws & Improvement

We will comply with all applicable laws and regulations regarding personal information, and review as appropriate and improve our "Privacy Policy" and "Personal Information Protection Regulations."

12. Inquiries

We will establish a "Customer Service Center" to respond to inquiries, consultations, and requests for disclosure, etc. concerning personal information.

Customer Service Center

Shinjuku Store 8th Floor Customer Service Center TEL: 0570-022-810 <Navi Dial 0570 Service>

Seiseki Sakuragaoka Store 7th Floor Gift Counter TEL: 042-337-2111<main number>

Purposes of Use of Personal Information

We will use personal information acquired from our customers for the following purposes:

- ① To provide information regarding products, living, after-sale services, special offers, questionnaires, etc. and to inquire or contact regarding deliveries and repairs related to sales operation.
- ② To conduct sales promotion, product planning & manufacturing customized to the interests and preferences of our customers by analyzing acquired data such as purchase history and browsing history.
- ③ To contact and inquire in emergency cases, and other correspondence.