

Items to be Publicized in Relation to Personal Information

Personal Information Handling Business Operator (the “Company”):

Dentsu Live Inc.

Representative Director, Chief Executive Officer: Masahiko Takagi

Dentsu Ginza Building, 7-4-17 Ginza, Chuo-ku, Tokyo 104-0061, Japan

Definitions:

- “**Personal information**” means information relating to a living individual containing a name, date of birth, or other descriptions etc. or any character, letter, number, symbol or other code by which a specific individual can be identified (including those which can be readily collated with other information and thereby identify a specific individual) or which is stipulated by Article 1 of the Order for Enforcement of the Act on the Protection of Personal Information (Cabinet Order No.507 of 2003).
- “**Retained personal data**” means personal information, forming a collective body of information systematically organized so as to be able to search for particular personal information, which the Company has the authority to disclose, correct, add or delete the contents of, cease the utilization of, erase, and cease the third-party provision of.

1. Purposes of Use of Personal Information

Dentsu Live Inc. (the “**Company**”) shall handle the personal information directly obtained from the data subject him/herself, or the personal information of the data subject him/herself obtained through an outsourcer including an advertiser, within the scope of the following purposes of use. If the personal information is obtained from the data subject him/herself in relation to other services, the Company shall specify the purposes of use in a separate document(this includes a record created in electronic form).

Types of personal information	Purposes of use
Personal information obtained by outsourced services - Personal information obtained by agency services for website operation - Personal information obtained by agency services for handling applications for consumer campaigns - Personal information obtained by handling document requests or applications for events, seminars, etc. or by reception services at events, seminars, etc.	Personal information shall be used only within the scope of the purposes in accordance with an agreement between us and our outsourcers, including advertisers. Provision of services, communication on matters related to such provision of services, delivery of merchandizes and documents, collection of payments, refunds, etc., shall be conducted within the scope of the purposes of use notified or published by an outsourcer.
Personal information (*) obtained through auditions	For the purpose of selection for performance in advertisements and promotions, communication of

	selection results to the applicant him/herself and third parties who are advertisers or other persons concerned with the production of such advertisements and promotions
Personal information (*) of operational staff of cooperating companies, cooperating freelancers, etc. (including hosts, sponsors, media, vendors, performers or other persons concerned with production, proprietors owning the relevant copyrights or other similar rights)	For the purpose of operational management and operational communication (including payment processes and audits) such as the provision of information to subcontractors and joint users of personal data regarding logistics for performers' performances, etc.
Personal information (*) obtained through product sales, provision of services, etc.	For product sales, provision of services, delivery, communication, response to inquiries, collection of payments, refunds, provision of information, and other smooth performance of transactions
Information of applicants for the Company's recruitment activities (*)	For the purpose of recruitment decisions based on the Company's standards (including health information)
Information of incumbent employees of the Company (*)	For the purpose of operational management including human resource management (including welfare), wages, health, safety management, security, etc. and operational communications
Information of employees who have retired from the Company (*)	For the purpose of human resource management operations (including welfare) for retired employees as stipulated by the laws and regulations, and communications required for social gatherings, etc.
Information on employees of business partner companies or freelance partners (including advertisers, media, clients, etc.) (*)	For the purpose of communications for transactions (including payment collections and audits), courtesy greetings, marketing analysis, and related communications
Personal information (*) obtained through sales activities and marketing activities	For the purpose of marketing analysis, and related communications
Inquiry information (*)	For the purpose of communications on the contents of inquiries, information on service, events, seminars, delivery of mail magazines from the Company, and providing the contents of inquiries to a third party who is an event venue operator respond to inquiries.
Information obtained in connection with security management, including via monitoring cameras	For the purpose of security management, and safety management at the time of occurrence of accidents, etc., within the Company venue or communications for the person him/herself

2. Retained Personal Data

Retained personal data is the information marked with * in section 1 above. With regard to retained personal data, the Company shall promptly respond to a request for disclosure of retained personal data, notice of the purposes of use of retained personal data or disclosure of the records of any third-party provision of retained personal data, correction, addition or deletion in cases where the contents of retained personal data are incorrect, or deletion or suspension of use of retained personal data in cases where the rights or legitimate interests of the data subject are likely to be impaired or where the retained personal data was acquired in violation of the laws and regulations, or suspension of any third-party provision of retained personal data in violation of the laws and regulations (collectively, “**Disclosure, etc.**”) in accordance with the procedures set forth in section 3 below unless the Company refuses under the laws and regulations.

3. Procedures upon Requests for Disclosure, etc. and Complaints and Consultations regarding Personal Information

With regard to requests for disclosure, etc. and complaints or consultations regarding personal information, please contact the Personal Information Protection Consultation Helpline (Mail:kouhou@dentsulive.co.jp). Please note that we may not respond to requests made to other departments of the Company.

With regard to requests for disclosure, etc., please be advised that the relevant personal information is limited to the retained personal data concerning the person who makes the requests.

- (1) The person who requests the disclosure, etc., of personal information in accordance with the Personal Information Protection Act is requested to ask the Personal Information Protection Consultation Helpline to send an “Application Form for Personal Information Inquiry” designated by the Company. Please be advised that you cannot make a request for disclosure, etc., by visiting the Company.
- (2) If you wish to make a request for the disclosure, etc., of personal information, please submit an “Application Form for Personal Information Inquiry” and a document certifying that the personal information retained by the Company is the information of the person requesting the personal information him/herself.

[If requested by the data subject]

- (i) Application Form for Personal Information Inquiry designated by the Company
- (ii) Identity document (a copy of any of the following)
 - Driver’s license (must be valid; a copy of the reverse side is also necessary if there is any change in address)

- Passport
- Health insurance certificate (both the part describing the name of the data subject and the part describing his/her address)

[If requested by a representative]

(A) In the case of a legal representative for a minor or adult ward

- (i) Application Form for Personal Information Inquiry designated by the Company
- (ii) Documents certifying the legal representative authority (a certified copy of the family register or a copy of a health insurance certificate in the case of a person with parental authority; a registration certificate of guardianship registration in the case of an adult guardian)
- (iii) Representative's identity document (a copy of any of the following)
 - Driver's license (must be valid; a copy of the reverse side is also necessary if there is any change in address)
 - Passport
 - Health insurance certificate (both the part describing the name of the data subject and the part describing his/her address)

(B) In the case of a personal representative entrusted by the data subject

- (i) Application Form for Personal Information Inquiry designated by the Company
- (ii) Power of attorney (affixed with the registered seal of the data subject)
- (iii) Seal certificate of the data subject
- (iv) Representative's identity document (a copy of any of the following)
 - Driver's license (must be valid; a copy of the reverse side is also necessary if there is any change in address)
 - Passport
 - Health insurance certificate (both the part describing the name of the data subject and the part describing his/her address)

If the identity document contains any information which is not required to be submitted to the Company, including sensitive information such as the information on registered domicile or health condition, or contains the information of family members, please black out the relevant information in advance so that such information cannot be identified.

(3) Address:

Dentsu Ginza Building, 7-4-17 Ginza, Chuo-ku, Tokyo 104-0061, Japan
 Dentsu Live Inc.
 C/O Personal Information Protection Consultation Helpline

(4) If the Company retains the personal information to be disclosed, etc., the Company shall confirm the identity of the applicant based on the "Application Form for Personal Information Inquiry" submitted and the documents sent, and promptly conduct disclosure, etc., by way of delivery certified mail or in a manner selected by the applicant in the relevant application, unless the Company may refuse the

disclosure, etc. under the laws and regulations. If the Company does not hold the personal information to be disclosed, etc., or if the Company cannot conduct disclosure, etc., for the reason that such disclosure would constitute a violation of the laws and regulations or for any other reasons, the Company shall notify the applicant of the foregoing by way of delivery certified mail or in a manner selected by the applicant in the relevant application.

- (5) The Company shall handle the personal information obtained by the procedures taken upon the request for disclosure, etc., and the complaints or consultations regarding the personal information, within the scope necessary for responding thereto. In addition, the Company shall keep the personal information obtained in connection therewith for one (1) year after the completion of such response and dispose of the same thereafter.

4. Outline of Safety Management Measures for Disclosure, etc., of Retained Personal Data

The following is an outline of the safety management measures taken by the Company for the retained personal data (including personal information for which the Company has the authority to respond to requests for disclosure, etc.):

- (1) Formulation of Basic Policy:

In order to secure the proper handling of personal information, the Company has formulated a personal information protection policy, caused the policy to be thoroughly informed within the Company, and made the policy public.

- (2) Establishment of Disciplines regarding the Handling of Personal Information:

The Company has formulated regulations regarding the handling of personal information in accordance with “Personal Information Protection Management Systems - Requirements regarding Personal Information Protection (JIS Q 15001: 2017)” set forth by Japanese Industrial Standards.

- (3) Organizational Safety Management Measures:

The Company has established a personal information manager, clarified the scope of the employees that handle personal information and the personal information handled by such employees, and established a system for reporting/contact to the personal information manager if any fact or symptom violating the laws, regulations, etc., and internal rules is found.

Furthermore, with regard to the status of handling personal information, the Company performs periodic self-inspections, and internal and external auditing.

- (4) Personal Safety Management Measures:

The Company provides its employees with periodic personal information protection training. In addition, the Company has imposed confidentiality obligations on its employees for the information which the employees may come to know in the course of their business.

(5) Physical Safety Management Measures:

The Company conducts control of entry into and exit from the section where personal information is handled, and manages the personal information with locking control depending on the personal information protection risks.

In addition, in carrying devices, electronic media, etc., that contain personal information, the Company has taken measures including the encryption of personal information.

(6) Technical Safety Management Measures:

The Company conducts access control for the personal information and limits the persons handling the personal information and the scope of handling.

In addition, the Company has installed a scheme to protect the information system for the handling of personal information from unauthorized outside access and malicious software.

(7) Understanding of External Environment:

In outsourcing the handling of personal information to outside of the Company, the Company ensures that the personal information will be properly protected at such cooperating company; and confirms, through an agreement, the obligations to implement safety management measures and the obligations of disposal, etc., of the personal information outsourced at the time of termination of an agreement. If the cooperating company will be affected by the legal system of a foreign country, the Company shall confirm whether or not such legal system will affect the protection of the personal information and shall take necessary measures.

If an outside service provider handles personal information under the services it provides, the Company shall confirm the personal information protection status of the relevant services; if the outside service provider will be affected by the legal system of a foreign country, the Company shall also confirm whether or not such legal system will affect the protection of the personal information and shall take necessary measures.

End

Dentsu Live Inc. Personal Information Manager
(Mail:kouhou@dentsulive.co.jp).

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