

Keio Presso Inn Personal Information Protection Policy

As a member of the Keio Group, which holds as its goal a vision “To Become the Top Brand in Trust”, Keio Presso Inn Co., Ltd. (hereinafter referred to as “the Company”) regards the protection of personal information as an important aspect of its social responsibility. Where the Company handles personal information as part of its business activities, it uses appropriate procedures that prioritize its relationship of trust with our guests above all else. To ensure that these activities are carried out flawlessly, the Company has put in place the personal information protection policy outlined below.

In accordance with this policy, the management and staff of the Company will make every effort to properly handle and manage the personal information of our guests both inside and outside the Company.

1. Provisions relating to the collection, use and supply of personal information

(1) Provisions relating to the collection, use and supply of personal information

1. Guest information may be registered as stipulated by the relevant legislation.
2. It may be used for sales promotions, including sending information on special complimentary or discount programs, product plans and events offered by the Keio Presso Inn chain.
3. To the extent that individuals are not identified, it may be used as statistical data for customer satisfaction surveys, new product development and surveys of usage trends.
4. It may be used to supply point-based services provided by the Keio Presso Inn chain.
5. It may be used to contact our guests by mail, phone or email in response to feedback given in questionnaires, etc.
6. It may be used more generally with regard to other services offered by the Company.

(2) Where guests’ personal information is to be shared, we will only do so after notifying guests of the specific data to be shared, the range of users, the purpose of use and the names of the companies responsible for managing the information.

(3) Where a guest submits a request to disclose, amend or delete personal information collected by the Company, we will comply with such requests subject to confirming the identity of the guest issuing the request.

2. Provisions relating to security measures for personal information

(1) We will appoint a person responsible for handling personal information and the number of people with access to the information will be kept to the minimum required. We will also provide the necessary measures to as far as possible prevent unauthorized access to as well as the loss, corruption, alteration or leakage of personal information.

(2) When outsourcing any processing of personal information, we will select service providers that are compliant with appropriate personal information protection and management standards with respect to information security measures and the handling of personal information. When engaging in such outsourcing, we will stipulate the provisions to be observed regarding the handling of personal information in a contract, etc. to make absolutely sure that the information of our guests remains secure.

3. Other provisions

(1) We will establish internal Company rules concerning the protection and handling of personal information based on the relevant laws and regulations, government and ministerial ordinances, guidelines and other standards relating to personal information. We shall review these rules as necessary to improve their content on an ongoing basis.

(2) When outsourcing any processing of personal information, we will select service providers that are compliant with appropriate personal information protection and management standards with respect to information security measures and the handling of personal information. When engaging in such outsourcing, we will stipulate the provisions to be observed regarding the handling of personal information in a contract, etc. to make absolutely sure that the information of our guests remains secure.

4. Auditing

We will conduct audits to check the implementation status of provisions 1, 2 and 3 above, and will put in place corrective measures and improvements should any problems be identified.

5. Provisions relating to the website

The website operated by the Company (hereinafter referred to as “this site”) is designed and managed with the utmost attention to ensure that personal information is handled and protected in accordance with the policy provisions herein so that all users can feel comfortable and secure when accessing the services provided in this site. However, the Company cannot be held responsible for protecting the security of guests’ personal information on other websites linked to this site.

It is therefore recommended that guests check the security of their own personal information on websites other than the Company’s website by carefully examining the standards for the handling and protection of personal information on those sites, and that they take steps such as checking directly with the responsible website administrator if no such standards are provided.

6. Revisions to the personal information protection policy

Notification of any material change to this policy will be posted on this site. Because the provisions of this policy are subject to change without prior notice, check this site whenever necessary for the latest information. Note that the Company bears no liability whatsoever for any problems that arise as a result a failure on the part of the user to check policy revisions listed on this site.

7. Personal information protection inquiries

3-1-24 Shinjuku, Shinjuku-ku, Tokyo 160-0022, Japan

Keio Presso Inn Co., Ltd.

Privacy Management Office phone: 813-5369-3401 (switchboard)

Business hours: 9.30 am to 6.00 pm (closed weekends, public holidays and New Year)

June 23, 2005