

# Privacy Policy

## Basic Policy

JR Shikoku Hotels Co., Ltd. (hereinafter, “the Company”) is committed to providing all guests with safe and comfortable services.

To deliver services that meet our customers’ expectations, the Company exercises the highest level of care in handling personal data.

To ensure our services can be used with confidence, the Company provides comprehensive training to all employees on applicable laws and internal policies related to the protection of personal data.

Furthermore, the Company has established and maintain robust internal systems and security measures to ensure the proper and secure management and use of personal data.

## Handling of Personal Data

### 1. Scope of Application

This Privacy Policy applies to the use of the Company’s services and products, as well as to requests for brochures, materials, or other related inquiries made by customers.

### 2. How We Use Personal Data

We collect and use personal data for the following purposes:

1. To process reservations for our hotels, banquet halls, and restaurants, provide related services and ensure the safety and security of our guests.
2. To manage accommodation bookings made through the JR Hotel Group or Hankyu Hanshin Dai-ichi Hotel Group websites or by phone.
3. To provide information about, deliver, and manage services, products, events, and promotional offers from the Company.
4. To conduct customer satisfaction surveys and gather feedback related to our services and products.
5. To research and develop new services and products.
6. To perform administrative tasks and other activities necessary to support the purposes listed above.
7. To send marketing communications and promotional materials about services, products, events, and campaigns offered by the JR Hotel Group, Hankyu Hanshin Dai-ichi Hotel Group, and affiliated partners.
8. To respond to Inquiries, requests, and other forms of customer communication.

### 3. Collection of Personal Data

The Company collects personal data using lawful and fair methods in accordance with applicable data protection laws and regulations.

#### **4. Disclosure and Sharing of Personal Data with Third Parties**

For this policy, the joint use of personal data and the provision of data to service providers acting on behalf of the Company do not constitute third-party disclosure.

Personal data may be disclosed or shared with third parties only under the following circumstances:

1. When the individual has given their explicit consent.
2. When disclosure is required by applicable laws or regulations.
3. When necessary to protect the life, physical safety, or property of an individual, and it is difficult to obtain the individual's consent.
4. When required to cooperate with a national or local government authority in the execution of legally mandated duties and obtaining the individual's consent could impede the performance of those duties.
5. When prior notice has been provided to the individual, or the information has been made readily accessible, stating:
  - (a) That the purpose of use includes disclosure to third parties,
  - (b) The categories of personal data to be shared,
  - (c) The method or means of disclosure, and
  - (d) That the individual has right to request suspension of such disclosure, and the Company complies with such a request.
6. When personal data is disclosed or shared in a form that does not allow the individual to be identified, such as aggregated statistical data.

#### **5. Use of Service Providers**

The Company may engage third-party service providers to carry out certain business operations. When doing so, personal data may be shared with these providers only to the extent necessary for them to perform their duties. Appropriate safeguards are put in place, including contractual agreements and oversight measures, to ensure that personal data is handled securely and in compliance with applicable laws.

#### **6. Management of Personal Data**

Personal data is managed appropriately, with reasonable and proportionate measures in place to prevent unauthorized access, loss, destruction, or alteration. The Company takes all necessary precautions to ensure the security and integrity of personal data.

#### **7. Online Security Measures**

To protect personal data when using our online reservation system, the hotel implements technical measures designed to enhance security. However, please note that no system can guarantee complete security in an online environment.

**(1) Use of SSL Encryption**

Secure Sockets Layer (SSL) encryption is implemented on pages of this website where personal data is entered in order to support secure data transmission.

Data entered by users is encrypted before being transmitted over the network to the receiving server. SSL is a standard technology used to encrypt and authenticate communication between a user's browser and the web server, helping to prevent interception or tampering by third parties.

**(2) Use of Cookies**

This website uses cookies. Cookies are used to retain login information, track items in the shopping cart, and improve overall user experience.

The use of cookies does not compromise user privacy or interfere with the browsing environment beyond these intended functions.

To use this website as intended, please ensure that cookies are enabled in your browser settings. Disabling cookies may affect the functionality of certain pages or services.

**(3) Protection Against Unauthorized Access**

To protect information on this website, technical safeguards such as firewalls have been implemented to help prevent unauthorized access from external sources. Every reasonable measure is taken to maintain the security of data within the site environment.

**8. Requests for Access, Correction, Deletion, Addition or Restriction of Use**

With respect to the personal data held by the Company, individuals may request, through the prescribed procedures, to: (1) access their personal data, (2) request corrections, deletions, or additions, and/or (3) request the restriction or suspension of use. Such requests will be processed upon verification of the identity of the requester and will be addressed within a reasonable timeframe and scope.

However, please note that requests may be denied, in whole or in part, if:

- there is a risk of harm to the life, health, or property of the individual or a third party;
- fulfilling the request would significantly interfere with the Company's operations; or
- the request would otherwise violate applicable laws or regulations.

1. A response will be provided to requests for access to personal data.
2. Where a request is made for correction, deletion, or addition of personal data, the request will be reviewed, and the data will be updated as appropriate based on the findings.

3. Use of personal data will be suspended upon request. However, please note that in some cases, suspension of use may limit the Company's ability to provide certain services as requested.

## **9. How to Submit Requests or Make Inquiries**

Requests concerning personal data held by the Company, including those outlined above, as well as general inquiries regarding the handling of personal data, may be submitted using the contact methods provided below. For inquiries related to booking confirmations or usage details for our accommodation, banquet, or restaurant services, please contact the respective department directly. These requests are handled free of charge. Please note that in all cases, the Company reserves the right to decline requests if the identity of the individual (or their authorized representative) cannot be verified.

### **(1) Contact for Submitting Requests**

Requests for access, correction, deletion, addition, or restriction of use of personal data should be submitted by post using the designated request form, accompanied by the required documentation, to the address below:

JR Shikoku Hotels Co., Ltd.

Personal Data Handling Officer

1-1 Hamanochō, Takamatsu, Kagawa Prefecture 760-0011, Japan

### **(2) Documents Required for Submitting a Request**

To request access, correction, deletion, addition, or restriction of the use of personal data, please complete all required fields on the designated request form(s) (A) and send it/them by post along with identification documents (B) for verification purposes. Incomplete forms or missing information may prevent the Company from processing the request.

Form (A) may be downloaded from the link provided below or requested directly from the Company.

#### **(A) Designated Request Forms**

- JR Shikoku Hotels Co. Ltd. – Request for Access to Retained Personal Data
- JR Shikoku Hotels Co. Ltd. – Request for Correction or Suspension of Use of Retained Personal Data

#### **<Download Forms>**

[Request for Access to Retained Personal Data \(for Individuals\) \(PDF\)](#)

[Request for Access to Retained Personal Data \(for Representatives\) \(PDF\)](#)

[Request for Correction or Suspension of Use of Retained Personal Data \(for Individuals\) \(PDF\)](#)

[Request for Correction or Suspension of Use of Retained Personal Data \(for Representatives\) \(PDF\)](#)

## **(B) Documents Required for Identity Verification or Representatives**

[For Individuals]

Please provide either:

One valid government-issued photo identification document, such as:

- Driver's license
- Passport
- Basic Resident Registration Card with photo (Japan)
- Disability certificate
- Residence Card

OR two of the following documents:

- Health insurance certificate
- Certificate of residence issued within the last three months
- Pension book
- Seal registration certificate issued within the last three months

[For Representatives]

In addition to the identity verification documents required for the data subject (as outlined above), the following documents must also be submitted:

- A power of attorney authorizing the representative to act on behalf of the data subject, stamped with the data subject's registered seal, and a certificate of seal registration issued within the last three months.
- One of the following valid photo IDs for the representative:

- Driver's license
- Passport
- Basic Resident Registration Card with photo (Japan)
- Disability certificate
- Residence card

OR two of the following:

- Health insurance certificate
- Certificate of residence issued within the last three months
- Pension book
- Seal registration certificate issued within the last three months

- If the representative is a legal guardian or otherwise holds legal authority, documentation proving the legal representative status must also be provided.

## **(3) Fee**

A processing fee of 500 Japanese yen (JPY) will be charged for each request for access to retained personal data. Payment may be made in cash, by bank transfer, or via a fixed-amount postal money

order issued by Japan Post. \*Please note that requests for correction, deletion, addition, or suspension of the use of personal data are handled free of charge.

## **10. Website Security**

When using this website's reservation services or requesting materials, customers may be required to provide personal data. The site uses SSL, a widely trusted and commercially adopted encryption technology, to protect that data during transmission over the internet.

## **11. Application and Changes to This Privacy Policy**

This Privacy Policy explains how the Company handles personal data. By using the Company's services or products, customers are deemed to have understood and agreed to the contents of this Policy.

Please note that the Company may revise this Privacy Policy from time to time.

April 1, 2005

JR Shikoku Hotels Co., Ltd.