

## Privacy Policy

In recognition of the importance of appropriate use and management of personal information, Meitetsu Kanko Bus Co., Ltd. (hereinafter referred to as “Meitetsu Kanko Bus”), as a socially responsible company, has established the following privacy policy and will handle and protect personal information in the following manner:

### **1. Acquisition of Personal Information**

- (1) When collecting a customer’s personal information, Meitetsu Kanko Bus will specify the purpose of use of the personal information to the extent possible, and will collect only the specific information required to fulfill its intended purpose.
- (2) When collecting a customer’s personal information, Meitetsu Kanko Bus collects personal information through legitimate and fair means.

### **2. Use of Personal Information**

Meitetsu Kanko Bus uses personal information only to fulfill its intended purpose.

### **3. Provision of Personal Data to Third Parties**

Meitetsu Kanko Bus will not provide personal data to a third party except in the following cases:

- (1) Cases in which the customer consents;
- (2) Cases in which personal information is disclosed or provided in the form that is anonymized and cannot be recognized as the original personal data such as being used for statistical data;
- (3) Cases in which personal data needs to be disclosed to an outsourcing company which has a non-disclosure agreement with Meitetsu Kanko Bus;
- (4) Cases in which personal data is provided as a result of succession of business in a merger, company split, assignment of business or otherwise;
- (5) Cases in which personal data is provided to a third party on the condition that it is specified that the provision to a third party is the purpose of use and Meitetsu Kanko Bus agrees to discontinue the provision of such personal data at the request of the person who provided the data under Article 23 (2) of the Act on the Protection of Personal Information;
- (6) Cases in which the provision of personal information is required by laws and ordinances.

### **4. Management of Personal Data**

- (1) Meitetsu Kanko Bus takes necessary and proper security control measures including countermeasures against unauthorized access to personal information and computer virus to prevent loss, destruction, falsification and divulgence of personal data.
- (2) Meitetsu Kanko Bus will continuously conduct employee education and promote awareness and understanding of personal information protection to all the employees.

**5. Notification of a purpose of use, disclosure, correction and suspension of use of retained personal information**

Meitetsu Kanko Bus will respond to requests from a customer for a notification of a purpose of use, disclosure, correction and suspension of use of retained personal information without delay after confirming the identity of the person who made the request.

**6. Establishment of Internal System**

Meitetsu Kanko Bus will make its best effort to protect customers' personal information by assigning a chief information officer and persons responsible for the management of the personal information to handle customers' personal information in an appropriate manner.

**7. Legal Compliance**

Meitetsu Kanko Bus complies with the Act on the Protection of Personal Information and other related laws and regulations.

**8. Maintenance and Revisions of Privacy Policy**

Meitetsu Kanko Bus establishes company regulations, an internal system and management procedures for the protection of personal information, and continuously ensures application and improves its procedures.

**9. Contact for Privacy Policy**

Meitetsu Kanko Bus Co., Ltd. General Affairs Department, Client Liaison for Privacy Policy  
Inquiry

Address: 3-6-34 Jingu, Atsuta-ku, Nagoya City 456-0031

Telephone: 052- 228-8000

Contact hours: 9:30 a.m. - 12:00 p.m., 13:00 p.m. - 16:30 p.m.

Monday - Friday (Except public holidays and the Japanese New Year holiday period)

\* "Personal Information" and "Retained Personal Information" used in this Privacy Policy are defined in the Act on the Protection of Personal Information.

June 8, 2011  
Meitetsu Kanko Bus Co., Ltd.  
President Nobutaka Kato