

Privacy Policy

1. Purposes of Using Personal Information

<Personal Information Provided at the Time of Application>

The Company will use the personal information provided in the application form at the time of travel application to communicate with customers, and to the extent necessary for arranging travel services and completing procedures to receive those services for the travel applied for by the customer. In addition, the Company may use customers' personal information to provide information on various projects, prepare statistical data, and request surveys.

<Personal Information Provided at the Time of Inquiry>

In addition to using this information to communicate with customers, the Company may use it to the extent necessary to contact and confirm with relevant organizations related to the details of the customer's inquiry.

<Access Log Information>

- Our website uses cookies for the purpose of retaining user input information and retaining access log information.
- Our website uses "Google Analytics," an access analysis tool provided by Google. This Google Analytics uses cookies to collect data. This data is collected anonymously and does not identify any individual.
- For details on Google Analytics, please refer to the Google Analytics Terms of Service page and the Google Privacy & Terms page.

Google Analytics Terms of Service: <https://marketingplatform.google.com/about/analytics/terms/jp/>

Google Privacy & Terms: <https://policies.google.com/?hl=en>

- Access log information, combined with page views, inquiries, etc., may be processed so that individuals cannot be identified, and then used for the following purposes:
 - ◆ Activities for proposing and creating better tours, experience products, and other services (analysis of customer needs, creation and evaluation of our tours/experience products/services, etc.)
 - ◆ Analysis of access trends of users on our website

2. Privacy Policy Statement

<Basic Policy>

Minami Shinshu Tourism Bureau Co., Ltd. (hereinafter referred to as the "Company") deeply recognizes that it is a social responsibility to properly protect and manage information that can identify specific individuals, such as names, addresses, email addresses, and phone numbers provided by customers (hereinafter referred to as "Personal Information"). We establish this Privacy Policy with the aim of operating and improving our personal information protection system.

<Compliance with Laws and Regulations Regarding Personal Information>

The Company will comply with applicable laws, regulations, and internal rules established by authorities regarding personal information.

<Proper Acquisition of Personal Information>

The Company may request customers to provide personal information in some contents of the website (inquiries, recruitment information). In such cases, the purpose of using the personal information to be provided will be clearly specified in advance, and the information will be provided within an appropriate scope upon the consent of the customer.

<Use of Personal Information>

The Company will use personal information within the scope of the purpose of use indicated at the time of acquisition and to the extent necessary for the performance of business. If the handling of personal information is outsourced to a third party, the Company will conclude a contract with the third party to ensure strict confidentiality, clarify where responsibility lies, and perform necessary and appropriate supervision for the safety management of personal information.

<Management of Personal Information>

The Company will thoroughly implement safety management to prevent unauthorized access, loss, destruction, alteration, or leakage of information. When outsourcing part of the business to a contractor that involves handling personal information, the Company will enter into a non-disclosure agreement and supervise the contractor on its own responsibility.

<Provision of Personal Information to Third Parties>

In principle, the Company will not provide personal information to third parties, except in the following cases:

- When the customer's consent has been obtained.
- When required by the Act on the Protection of Personal Information or other laws and regulations.

<Inquiries Regarding Personal Information (Correction, Disclosure, Deletion)>

The Company will respond promptly if a customer requests disclosure, correction, suspension of use, or deletion of their own personal information. In such cases, please contact the inquiry office listed below.

<Establishment, Implementation, and Improvement of Personal Information Protection Rules>

In order to thoroughly implement the above policies, the Company will continuously review and strive to improve the content of this Privacy Policy.

<Inquiries Contact>

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