

JOUZAN CHAYA PRIVACY POLICY

Personal Information Protection Policy

JOUZAN CHAYA (the “Facility”) and the entity that operates the Facility JOUZAN CHAYA Co., Ltd. (collectively, “we,” “us,” or “our”) respect the privacy of every guest and handle the personal information entrusted to us with due care.

We comply with the Act on the Protection of Personal Information of Japan (the “APPI”), other applicable laws and regulations, and relevant guidelines, and hereby establish this Privacy Policy (the “Policy”).

The terms used in this Policy have the meanings given to them under the APPI.

Article 1. Scope

This Policy applies to the personal information of guests and other relevant individuals that we obtain in connection with Japanese cultural experiences, food and beverage services, private venue use, transportation, events, responses to inquiries, reservation services, payment processing, and any other related services provided by the Facility (collectively, the “Services”).

Personal information independently collected and managed by travel agencies, destination management companies (“DMCs”), booking platforms, payment service providers, and other third-party businesses is governed by the privacy policy of the relevant business.

Article 2. Information We Collect

To the extent necessary to provide the Services, we may collect the following information:

1. Name, nationality, country of residence, age, date of birth, gender, and other identifying or personal information;
2. Email address, telephone number, postal address, emergency contact details, and other contact information;
3. Reservation date and time, number of guests, information about accompanying guests, preferred experience details, service history, and other reservation information;
4. Means of travel to the Facility, pick-up and drop-off locations, expected arrival time, and other travel or transportation information;
5. Preferred language, whether interpretation is required, and requests relating to cultural or religious considerations;

6. Food allergies, physical condition, wheelchair use, and other information necessary for the safe provision of the Services;
7. Payment amount, payment date and time, payment method, transaction number, and other payment-related information;
8. Information about the person making the reservation and participants provided by travel agencies, DMCs, hotels, concierges, booking platforms, or similar parties;
9. Inquiries, survey responses, comments, requests, and the content of communications with us;
10. Photographs, video recordings, audio recordings, and similar records. If such records are to be used for advertising or public relations purposes, we will obtain any separate consent required;
11. IP address, cookies, browsing history, device information, browser information, and other access information collected through use of our website; and
12. Other information provided by guests to the extent necessary to provide the Services.

As a general rule, we do not collect passport numbers, copies of passports, or other identity-document information unless required to provide the Services. If such information is required by law or for special arrangements, we will state the purpose of use and collect only the minimum information necessary.

Article 3. Purposes of Use

We use the personal information we collect for the following purposes:

1. To accept, confirm, modify, cancel, and manage reservations;
2. To provide Japanese cultural experiences, food and beverage services, private venue use, transportation, interpretation, and other Services;
3. To provide safe and appropriate Services while accommodating guests' preferences, language needs, dietary restrictions, physical conditions, and similar circumstances;
4. To process charges, payments, refunds, receipts, and other accounting matters;
5. To communicate and coordinate with travel agencies, DMCs, hotels, concierges, cultural experience providers, food service providers, transportation providers, and other relevant parties;
6. To verify identity, make contact in an emergency, ensure safety, and respond to accidents or other incidents;

7. To respond to inquiries, consultations, complaints, lost property, and other communications;
8. To improve the quality of the Services, plan new experiences and services, and enhance our operations;
9. To conduct surveys and prepare statistical data in a form that does not identify individuals;
10. With the guest's consent, to send information about events, cultural experiences, and other offerings;
11. To prevent and respond to fraudulent use, violations of terms, and other conduct that may harm the rights or safety of us or any third party;
12. To comply with legal obligations, respond to lawful inquiries from government authorities and other bodies, and address disputes; and
13. For any other purpose separately disclosed at the time the information is collected.

If we change a purpose of use, the change will be limited to a purpose reasonably related to the original purpose, and we will publish or notify guests of the change through the Facility's website or by another appropriate means.

Article 4. Handling of Special Care-Required Personal Information

If information concerning food allergies, illness, disability, physical condition, or similar matters constitutes "special care-required personal information" under applicable law, we will obtain the individual's prior consent before collecting it, except where collection without consent is permitted by law.

We use such information solely to ensure the guest's safety and provide necessary accommodations, and we do not collect or use it beyond what is necessary for those purposes.

Article 5. Personal Information of Accompanying Guests

If the lead guest or person making a reservation provides us with personal information about an accompanying guest, that person must explain this Policy and the applicable purposes of use to the accompanying guest and obtain any necessary consent before providing the information to us.

In particular, special care-required personal information must not be provided unless the accompanying guest has given consent.

Article 6. Provision of Personal Data to Third Parties

We do not provide personal data to a third party without the individual's consent, except in the following circumstances:

1. Where required or permitted by law;
2. Where necessary to protect a person's life, body, or property and it is difficult to obtain the individual's consent;
3. Where particularly necessary to improve public health or promote the sound development of children and it is difficult to obtain the individual's consent;
4. Where cooperation is necessary for a national or local government body, or a party acting on its behalf, to perform duties prescribed by law and obtaining the individual's consent may impede the performance of those duties; or
5. In any other circumstances permitted under the APPI or other applicable laws and regulations.

Where necessary to arrange the Services, after providing an explanation to the guest and obtaining any required consent, we may electronically or otherwise provide cultural experience providers, food service providers, transportation providers, interpreters, insurers, and other relevant businesses with the minimum information necessary, such as the guest's name, reservation details, dietary restrictions, and required accommodations.

Article 7. Outsourcing

We may outsource all or part of our reservation management, payment processing, email distribution, website operation, data storage, interpretation, transportation, or other operations to external service providers.

In such cases, we appropriately select service providers, establish conditions governing the handling of personal information through contracts or other arrangements, and exercise necessary and appropriate supervision.

Article 8. Reservations Made Through Travel Agencies, DMCs, and Similar Parties

If a reservation is made through a travel agency, DMC, hotel, concierge, booking platform, or other arranging party, we may receive the guest's information from, or provide it to, that party to the extent necessary to manage the reservation and provide the Services.

If an arranging party uses personal information for its own purposes, please refer to that party's privacy policy for information about its handling practices.

Article 9. Payment Information

We may use PayPal or other external payment services for online payments.

As a general rule, credit card numbers and similar information are collected and managed directly by the payment service provider, and we do not retain complete card numbers.

The handling of personal information by a payment service is governed by the privacy policy of the relevant payment service provider.

Article 10. Transfers of Information to Businesses Outside Japan

Providers of reservation, payment, email, cloud storage, or other services used by us may be located outside Japan, or information may be processed on servers located outside Japan. If such processing constitutes a provision of personal data to a third party located outside Japan, the data will be provided as set out below.

1. If we provide personal data to a third party outside Japan based on the individual's consent, we will, in accordance with applicable law, provide the individual in advance with the name of the destination country, information concerning that country's personal information protection system, the protective measures implemented by the recipient, and any other required information.
2. If we provide personal data on the basis that the third party outside Japan has established a system that complies with standards prescribed by law, we will conduct periodic reviews and take other necessary measures to ensure that the recipient continuously implements the required protective measures. If it becomes difficult to ensure continued implementation, we will cease providing personal data to that third party. At the individual's request, we will also provide the information required by law.

For purposes of this Article, "outside Japan" excludes any country or region designated under the APPI as having a personal information protection system recognized as providing a level of protection equivalent to that of Japan with respect to the rights and interests of individuals.

Article 11. Photographs and Video Recordings

We may take photographs or video recordings during an experience for safety management, record-keeping, or at the guest's request.

As a general rule, before taking or publishing any photograph or video in which a guest can be identified on a website, social media, brochure, advertisement, press material, or other publicity medium, we will obtain separate consent.

As a general rule, declining to consent to photography or publication will not result in any unreasonable restriction on the provision of the Services.

Article 12. Use of Cookies and Similar Technologies

The Facility's website may use cookies and similar technologies to improve convenience, understand usage, enhance the website, and maintain security.

If we use analytics or an external service, we will separately disclose on the website the information collected, the purpose of use, the recipients of the information, and how users may opt out.

Guests may disable cookies through their browser settings; however, doing so may make certain website functions unavailable.

Article 13. Security Measures

We take necessary and appropriate security measures, including the following, to prevent the leakage, loss, damage, unauthorized access, or other compromise of personal data:

1. Clearly designating the person responsible for handling personal information and establishing handling rules;
2. Limiting and training personnel who handle personal information;
3. Properly managing documents, devices, accounts, passwords, and similar assets;
4. Implementing access controls, authentication, antivirus protection, and other technical measures;
5. Selecting and supervising service providers;
6. Establishing reporting and communication procedures in the event of a data leak or similar incident; and
7. When personal data is handled outside Japan, reviewing the applicable local personal information protection system and implementing appropriate security measures.

If a data leak or similar incident occurs for which reporting or notification is required by law, we will take the necessary action, including reporting to Japan's Personal Information Protection Commission and notifying the affected individuals.

Article 14. Retention Period

We retain personal information only for the period necessary to achieve the relevant purposes of use and for any period required by law.

When personal information is no longer required, we securely delete or dispose of it in accordance with applicable law and our internal standards.

However, records relating to contracts, payments, accounting, accidents, complaints, and other matters may be retained for the period necessary to comply with legal obligations or prepare for potential disputes.

Article 15. Personal Information of Minors

If a minor uses the Services, we may, as necessary, seek consent from a parent, guardian, or other legal representative.

A parent, guardian, or lead guest must obtain appropriate consent before providing us with a minor's personal information.

Article 16. Requests for Disclosure, Correction, Suspension of Use, and Similar Matters

In accordance with the APPI, guests may make the following requests regarding their personal data held by us:

1. Notification of the purpose of use;
2. Disclosure of personal data or records of provision to third parties;
3. Correction, addition, or deletion of content;
4. Suspension of use or erasure; and
5. Suspension of provision to third parties.

To make a request, please contact the inquiry desk specified in Article 19.

After verifying the identity of the individual or the authority of a lawful representative through submission of a copy of an official identification document designated by us, such as a driver's license or passport, we will respond in accordance with applicable law. If we are unable to comply with a request under applicable law, we will explain the reason.

Article 17. Guests from the European Economic Area and Other Regions

Where the data protection laws of the European Economic Area, the United Kingdom, or another jurisdiction outside Japan apply, we will, to the extent required, provide additional

information, obtain consent, or respond to the exercise of rights in accordance with the applicable law.

If a guest does not provide information necessary for the provision of the Services, we may be unable to accept the reservation or provide all or part of the Services.

Article 18. Changes to this Policy

We may amend this Policy in response to changes in applicable law, the nature of the Services, or our personal information handling practices.

We will notify guests of any material change by posting a notice on the Facility's website or through another appropriate means.

Unless otherwise specified, the amended Policy takes effect on the date it is posted on the website.

Article 19. Operator and Contact Information

Facility Name: JOUZAN CHAYA

Personal Information Handling Business Operator: JOUZAN CHAYA CO., LTD.

Representative: Hirokazu Morooka

Address: 2-165-1 Sobutsu, Ogaki City, Gifu Prefecture, 503-0934 Japan

Personal Information Protection Manager: Service Operations Division

Contact:

Email: info@jouzanchaya.com

Telephone: 0584-47-5898

Business hours: From 9:00 a.m. - 6:00 p.m., Monday - Friday

Established: September 28, 2026

Last revised: September 28, 2026