

Privacy Policy

1. Basic policy on handling personal information

White Ring Co. (hereinafter referred to as "the Company") recognizes the importance of personal information and considers the protection of personal information to be a social responsibility, and the Company will comply with laws and regulations concerning personal information and will properly acquire, use, and manage personal information handled by the Company.

Date of Enactment April 1, 2021

Amended on April 1, 2022

2. Name, address and name of corporate representative of the business

White Ring Co., Bus & Tours

DE 65-1, Kinameri, Hakusan, Ishikawa 920-2326, Japan

Taichiro Yamazaki, President and Representative Director

3. Acquisition and use of personal information

The Company will acquire personal information of our customers in a lawful and fair manner to the extent necessary for our business, and use it appropriately. When acquiring personal information, the Company will specify the purpose of use and, if necessary, obtain explicit consent before acquiring personal information. The Company will not use personal information for any purpose other than the intended use without the consent of the customer. Please note that if a customer does not provide all or part of his/her personal information, the Company may not be able to contact the customer, provide travel services or other services, or respond to the customer.

4. Purpose of use of personal information

(1) The purposes for which the Company use your personal information are as follows

1. To arrange for and receive the travel services provided by the transportation and accommodation facilities (the main transportation and accommodation facilities are described in the contract document) for the trip for which the customer has applied, to process the payment of the trip fee, and to provide other travel services
2. To communicate with the customer
3. To respond to customer comments, requests, inquiries, etc., including consultation and contract preparation regarding products or services
4. To request opinions, feedback, etc., and to conduct other surveys, etc.
5. Information on services and campaigns of our affiliated companies
6. Provision of Privilege Services

7. Preparation of statistical data
8. To obtain information related to individuals that is not personal information (including purchase history, location information, browsing and other activity history, terminal information, and network information (IP addresses, etc.) obtained through cookies, etc.) from third parties and to analyze such information, including browsing and purchase history, by comparing it with personal information held by the Company, and to develop, improve, and enhance products and services, and to provide advertising and information regarding products and services that match interests, preferences, and trends

(2) The Company will use the personal information provided to us by applicants for employment within the scope necessary to verify the identity of the applicant, contact the applicant, and conduct other recruitment and job offer activities. Other purposes of use may be announced or notified individually in addition to the above.

5. Details of Personal Data Security Control Measures

In order to prevent leakage, loss, or damage of personal information and to properly manage personal information, the Company will take safety control measures such as clarification of employee responsibilities, development of internal rules, education and training of employees, and physical and technical measures to prevent accidents such as leakage.

6. Sharing of Personal Data

Among the personal information provided by customers, the Company may share address, name, gender, telephone number, e-mail address, etc. within the group for the purpose of contacting and responding to customers.

- (1) Our group companies to be jointly used White Ring Bus Co.
- (2) Party responsible for management of joint use

White Ring Co., Bus & Tours DE 65-1, Kinameri, Hakusan, Ishikawa, Japan

7. Provision of Personal Data to Third Parties

The Company will not provide personal information to third parties without prior consent of the customer, except in the following cases. However, this excludes cases permitted under the Personal Information Protection Law and other laws and regulations.

- (1) The Company may provide your name, gender, age, address, telephone number, e-mail address, etc. to transportation/accommodation agencies, insurance companies, souvenir stores, etc. in documents or electronic data to the extent necessary for the arrangement of travel services you have requested and for the procedures for receiving such services, or to the extent necessary for the procedures for insurance to cover our liability under the travel contract and expenses in case of accident, etc.

- (2) When it is necessary for the protection of the life, body, or property of an individual and it is difficult to obtain the consent of the individual.
- (3) When it is especially necessary to improve public health or to promote the sound growth of children and it is difficult to obtain the consent of the individual concerned.
- (4) When it is necessary to cooperate with a national agency, a local government, or an individual or entity entrusted by either a national agency or local government to execute affairs prescribed by laws and regulations, and obtaining the consent of the individual is likely to impede the execution of such affairs.
- (5) When the Company outsource all or part of the handling of personal information within the scope necessary to achieve the purpose of use in order to facilitate the smooth performance of our business.

8. Outsourcing of personal information

In the course of providing products and services to our customers, the Company may outsource a part of our operations and provide personal information to the outsourced companies to the extent necessary to achieve the purpose of use. In such cases, personal information will be entrusted to these subcontractors after signing a confidentiality agreement with them regarding the handling of customers' personal information.

9. Disclosure, Correction, Suspension of Use, Deletion, etc. of Retained Personal Data, etc.

If you wish to request disclosure, correction, deletion, suspension of use, elimination, or suspension of provision to a third party of your personal information held by us, please contact us at the inquiry desk below for information on the necessary procedures. In such cases, the Company will take the necessary measures without delay after confirming the identity of the customer in accordance with the law and our regulations. If the Company are unable to comply with part or all of your request, the Company will explain the reason for not being able to comply.

Contact for inquiries regarding personal information

White Ring Co., Bus & Tours Corporation Personal Information Inquiry Desk

DE 65-1, Kinameri, Hakusan, Ishikawa 920-2326, Japan

TEL : 076-255-5340 FAX : 076-255-5341

Hours: 9:30-17:30 (Closed 1/1-1/3, other irregular holidays)

10. Response in the event of a leak of personal information, etc.

In the unlikely event of a leakage of our personal information or other problem, the Company will contact our customers, ensure their safety, temporarily shut down our systems as necessary, and publicize the facts on our website, etc., in accordance with laws and regulations.

11. Contact for inquiries (for consultations and complaints regarding the handling of personal information)

Inquiries from customers regarding personal information will be accepted by our "Personal Information Inquiry Desk" and will be handled appropriately and promptly.

Personal Information Inquiry Desk

DE 65-1, Kinameri, Hakusan, Ishikawa 920-2326, Japan

White Ring Co., Bus & Tours Personal Information Inquiry Desk

TEL : 076-255-5340

FAX : 076-255-5341

E-mail : info@whitering.co.jp

12. About SSL Security

Our website is SSL-compatible to protect your personal information.

SSL stands for "Secure Socket Layer" and is a technology that encrypts and transmits information over the Internet.

When you use an SSL-compliant browser, your personal information is automatically encrypted before being sent and received.

13. About Cookies

A cookie is a piece of data sent from a web server to a web browser that enables the web server to identify your computer or other device by referring to the cookie, thereby allowing you to use our web site efficiently. The file sent by our website as a cookie does not contain any personally identifiable information.

You can disable cookies by adjusting the settings on your Web browser.

14. Changes to our Privacy Policy

The contents of this Privacy Policy may be changed without notice to users, except as otherwise provided by law or otherwise in this Policy. Unless otherwise specified by the Company, the revised Privacy Policy shall take effect from the time it is posted on this website.