

## **Messe Duesseldorf Japan (MDJ) Privacy Policy**

### **Use of personal information and portrait rights**

#### **Intended use of personal information**

MDJ will use personal information obtained through lawful and fair means for the following purposes:

- Response to customer inquiries
- Inform on trade fairs, conferences and other related events organized by Messe Düsseldorf Japan and the Messe Düsseldorf Group
- Distribution of our e-mail magazine
- Request for cooperation in surveys to improve service

#### **Provision of personal information to third parties**

Messe Düsseldorf Japan will not provide personal information to any third party except as required by laws and regulations or through formal procedures in accordance with laws and regulations.

In the event the handling of personal information is delegated for the smooth execution of business operations, a contractor having the appropriate management capability for personal information will be selected and an agreement will be concluded concerning the handling of personal information, and operations will be subcontracted under appropriate supervision.

#### **Secured management of personal information**

Messe Düsseldorf Japan will endeavor to maintain the accuracy of personal information and manage it safely, while ensuring that all parties concerned handle personal information properly in our daily operations. In addition, to prevent the loss, destruction, alteration, and leak of personal information, appropriate information security measures against unauthorized access, computer viruses, etc. will be taken.

Correction, addition, deletion, suspension of use, elimination, and discontinuation of provision to third parties of personal information will be dealt with promptly if Messe Düsseldorf Japan recognizes that to be appropriate.

#### **About Cookies (cookies)**

Messe Düsseldorf Japan uses cookies to analyze customer usage on our website and to provide better service to customers.

A cookie is a function to store information about your viewing of this website on your computer or mobile device (internet-accessible devices such as smartphones and tablets). Cookies can be used to find out information such as how many times you have visited the website and which pages you have visited using your computer. Information collected through cookies does not include any information

by which we can identify you.

### **Type and content of cookies being used**

The following two types of cookies are used on this website for the following purposes:

1. Essential Cookies

These cookies are essential for free navigation and the use of various features within the website. If you disable these essential cookies, you will not be able to access the website's secure pages.

2. Cookies Required to Analyze Website Access and Improve Website

Google Analytics, a website access analysis service provided by Google, is used on this website. These cookies will enable Google Analytics functionality so that we can analyze the website access and improve the website. The information concerning website access generated by Google Analytics's cookies is stored on Google's servers. The data collected by Google Analytics's cookies is automatically deleted from Google's servers after 26 months. These cookies do not collect any information to identify any person.

You can also disable the cookies with your browser setting. Disabling cookies does not affect your use of this website.

#### About Google Analytics

- Produced by: Google Inc.
- [Google Analytics Terms of Service](#)
- [Google Privacy Policy](#)
- [Google Analytics Opt-out Browser Add-on](#)

### **Use of portrait rights**

Photographs and videos may be taken at trade fairs, conferences and other related events organized by Messe Düsseldorf Japan, Messe Düsseldorf and its affiliates. Part of the photos and videos taken here may be used for related websites and reports. We will not intentionally infringe your portrait rights for any other purpose. Customers participating in such events will be deemed to have understood these matters.

### **Continuous improvement**

We will endeavor to review and improve the treatment of personal information and portrait rights as necessary.

### **Contact for inquiries**

Please contact us for any complaints or inquiries regarding personal information or portrait rights:

Messe Düsseldorf Japan Ltd.

e-mail: [mdj@messe-dus.co.jp](mailto:mdj@messe-dus.co.jp)

**Name of business operator acquiring personal information**

Messe Düsseldorf Japan Ltd.

New Otani Garden Court 7F, 4-1 Kioi-cho, Chiyoda-ku, Tokyo

**Personal information protection manager**

Akiko Ohara, Representative Director and President

Date of renewal: 8 August 2021