

# Privacy Policy

Sloth Inc. (hereinafter referred to as "the Company") establishes the following personal information protection policy (hereinafter referred to as "this Policy") to ensure that our customers can use our services with peace of mind. This Policy clarifies the company's policy on the use and management of personal information of our customers and other related parties (hereinafter referred to as "Customers etc.") in the course of conducting our business.

## 1. Compliance with laws and regulations

The Company will apply Japanese law to the handling, management, and use of personal information. Furthermore, the Company will comply with laws and regulations and guidelines of competent government agencies related to personal information, and will make changes to each item as necessary in response to changes in laws and regulations.

## 2. Definition of Personal Information

In this Policy, personal information refers to information that can identify an individual customer or information unique to an individual customer, such as the name, address (including zip code), telephone number, and email address, etc., provided to us by the customer for the operation of our business.

## 3. Purpose of Use of Personal Information

The Company will use personal information of Customers etc. for the following purposes:

4. For the sale of products, rights, services, etc. of the Company and third parties
5. For shipping of products and delivery
6. For billing and billing calculation
7. For use examination
8. For customer information management
9. For sending email newsletters

- 10.To provide information related to services and services
- 11.To advertise and manage seminars and events
- 12.To carry out campaigns and contact winners, ship prizes, etc.
- 13.For purposes individually defined in each of our services
- 14.For various contacts, response management, sending related materials, etc.
- 15.For smooth provision of services
- 16.Change of Purpose of Use of Personal Information

The Company may change the purpose of use of personal information within a range reasonably deemed to have a reasonable relationship, and in the event of a change, the Company will notify or announce to the customer.

#### 17.Acquisition of Personal Information

Customer information will be collected directly from the customers. The Company will not indirectly collect customer information from third parties or obtain customer information through false or other illegal means. Please note that the Company will not be responsible for any disadvantage caused to the customer due to errors in the information provided by the customer or outdated information.

#### 18.Provision of Personal Information

Personal information provided by you will not be disclosed to third parties, except in the following cases:

- 19.When the customer's consent has been obtained
- 20.When required to provide by law etc.
- 21.When it is necessary to protect a person's life, body, or property and it is difficult to obtain the customer's consent
- 22.When it is particularly necessary for the improvement of public health or the promotion of sound child development and it is difficult to obtain the customer's consent

## 23. Security Measures

The Company will take reasonable security measures against risks such as unauthorized access to personal information, loss of personal information, destruction, alteration, and leakage, etc.

## 24. Disclosure etc.

If requested to disclose personal information from the person, the Company will respond within a reasonable period and within a reasonable appropriate range after confirming that the request is from the person. However, this does not apply if the Company is not obligated to disclose under the Personal Information Protection Law or other laws and regulations.

## 25. Correction etc. of Personal Information

If the Company is requested to correct, add, or delete (hereinafter referred to as "Correction etc.") the contents of personal information based on the provisions of the Personal Information Protection Law from the person, after confirming that the request is from the person, the Company will promptly conduct necessary investigations and correct etc. the contents of personal information based on the results, and notify the person of this (if the Company decides not to correct etc., it will notify the person of this). However, this does not apply if the Company is not obligated to correct etc. under the Personal Information Protection Law or other laws and regulations.

## 26. Suspension of Use of Personal Information etc.

If the Company is requested to suspend or erase (hereinafter referred to as "Suspension etc.") the use of personal information based on the provisions of the Personal Information Protection Law because it is handled beyond the scope of the purpose of use that was announced in advance, or because it was acquired by deception or other wrongful means, or if the Company is requested to stop providing (hereinafter referred to as "Suspension of Provision") because personal information is provided to a third party without the person's consent based on the provisions of the Personal Information Protection Law, and if it is found that there is a reason for the request, after confirming that the request is from the person, the Company will promptly suspend etc. the use of personal information or suspend the provision and notify the person of this. However, this does not apply if the Company is not obligated to suspend etc. or suspend the provision under the Personal Information Protection Law or other laws and regulations.

## 27. Inquiries

For disclosure requests, opinions, questions, complaints, and other inquiries regarding the handling of personal information, please contact the following:

Sloth Inc.

Representative Director: Satoshi Eto

mamori@sloth.co.jp

2-14-1 Minato, Chuo-ku, Tokyo 104-0043, Libert Ginza East 2F

- Revision

The Company may revise this Policy without notice. When the Policy is revised, it will be announced on the Company's website, so please check regularly.

That's all

Established December 25, 2020