
Privacy Policy

1. Introduction

Users are advised to read carefully the provisions set forth in the following privacy policy (hereinafter referred to as the “Privacy Policy”) before they use DESCENTE ONLINE SHOP (hereinafter referred to as the “Website”). When Users use the Website, they need to agree to the following provisions. If they do not agree to the following provisions, they must not use the Website.

2. Acquisition of Personal Information

The Website may collect Users’ personal information when

1. The User performs his/her member registration.
2. The User replies to any questionnaires.
3. The User applies to a service, campaign, etc.
4. The User subscribes to the e-mail magazine, etc.
5. We share Users’ preferences, experiences, or reviews online or through any social media platform.
6. The User contacts us online or through e-mail or the social media.
7. The User applies for participation in our event or membership.
8. The User purchases a product in our shop or online shop.
9. We distribute our newsletter.

Users can also use the Website without disclosing their personal information. In this case, however, please be advised that part of the pages or services in the Website might not be accessible.

3. Use of Personal Information

Users’ personal information shall only be used for the purpose of planning or improving services, providing products that better suit their needs, and/or meeting the following objectives:

1. Delivering products that are ordered by the User
2. Informing of products, services, brand information, and/or events on the Website
3. Responding to inquiries

In addition, to improve our services, we may disclose a User's personal information to a relevant User; correct such information; suspend the use of such information; and/or take any other appropriate measures as necessary.

4. Joint Use of Personal Information

We will jointly use the personal information provided by Users as follows, with the objectives of providing better information more efficiently:

1. Contents of Personal Information Jointly Used
 - Users' names, addresses, e-mail addresses, phone numbers, and other registered personal information
2. Scope of Joint Use
 - Personal information may be jointly used by our Group companies. Please see the following website for more information.
 - <http://www.descente.co.jp/en/company/group/>
3. Objectives of Joint Use
 - Provision of information regarding our products, services, and brand
 - Market research for the purposes of planning and improving services, as well as marketing activities for the purposes of product development and renewals
4. Responsible Company Regarding Joint Use
 - DESCENTE LTD.

5. Provision of Personal Information to a Third Party

Unless otherwise stipulated in any applicable laws, we will not provide a User's personal information to any third parties without obtaining approval from the relevant User in advance. However, this shall not apply if

1. The relevant User has agreed to the disclosure of his/her name, address, gender, age, e-mail address, and any other information.
2. The relevant User's personal information is jointly used in accordance with Section 4 above.
3. The statistics processed from the personal information that has been collected for the purpose of grasping the usage trends of the Website is provided to a third party as processed information with which no individuals can be identified.
4. We outsource to a third party part of the work handling personal information that we have collected; in which case, however, we will not provide the personal information to the said third party, unless we enter into a contract with the said third party to ensure that it will not use the personal information for any purpose other than for the use in relation to the said outsourced work and appropriately maintain the personal information.
5. We cooperate with a government agency or a municipal government, or a third party that they have appointed, in carrying out any tasks stipulated under the laws or regulations.
6. There is a court decision or order mandating the disclosure of the relevant information in accordance with laws and regulations; or there is an inquiry

on the relevant information from the police or any other public agency in accordance with the Code of Criminal Procedure or any other laws and regulations that stipulate investigatory power.

6. Privacy of Children (A minor is required to obtain approval from his/her guardian.)
Those who are younger than 13 years old may not use the Website. Those who are underage (13 years old and older) may not use the Website without the approval of their parents or guardians (hereinafter collectively referred to as “Guardians”). Guardians who wish to make referral to or delete the data registered by their children must contact the User Help Desk shown in Section 10 (3) below.
7. Securing of Accuracy and Safety of Personal Information
To secure the accuracy and safety of personal information, we will make best efforts to keep the contents of the personal information accurate and up-to-date, as well as take reasonable safety measures from the aspects of control system and information communication technology, thereby preventing unauthorized access to, loss of, damage to, falsification of, and divulgement of the personal information.
8. Modification to the Privacy Policy of the Website
We will continually make modifications to the Privacy Policy, as well as the Personal Information Protection Policy, Personal Information Protection Rules, and any other rules that we have established, in response to any changes in social environment, audit results, and similar cases.
9. Development of Organization and System
We will develop organizations and systems to take security and control measures for personal information, and ensure that we make our employees thoroughly aware of appropriate handling of personal information.
10. Other Points to Remember Regarding the Website
 1. Use of Cookie
 - The Website has pages in which the technology called “cookie” is used. Cookie refers to small-sized data, which are sent from the web servers to Users’ browsers. Some of the said data are stored as files in the Users’ discs. The web servers can identify Users’ computers by referring to these cookies, enabling Users to use the Website in an efficient manner.

Users may receive a notice upon storage of a cookie, refuse any use of cookies, and/or delete stored cookies by modifying the cookie settings on the browsers. In that case, however, the Users may not be able to use all or part of the services provided in the webpages.

- In the Website, we use Google Analytics and other traffic analysis tools provided by third parties. These third parties may use cookies to collect access information of Users.

We will use Users' access information to

- Identify causes of problems and/or failures that have occurred in the servers
- Efficiently provide information and/or services to Users according to their interests

It is noted that said access information is collected on an anonymous basis; therefore, no individuals can be identified with the said information. As for this function, the collection of information can be rejected by disabling the cookie.

- In the Website, we use Google AdSense and other advertisement services provided by third parties. These third parties may use cookies to display advertisement of products and/or services according to Users' interests. As for this function, the collection of information can be rejected by disabling the cookie.

2. About SSL

- We have made the Website SSL enabled to protect Users' personal information.

By using the Google Chrome, Firefox, Microsoft Edge, and other browsers with security function, the names, addresses, phone numbers, and other personal information that are keyed in by Users will be automatically encrypted before being transmitted and received. Therefore, the contents of the transmitted data will not be stolen even if the data are intercepted by a third party.

Please be advised that if a User does not use an SSL-enabled browser, he/she may not be able to access the Website or input information.

About SSL (Secure Socket Layer):

SSL is a security function to encrypt information before sending it on the Internet.

As the SSL function is strengthened on a continual basis, we advise Users to use the newest version of browsers.

Note: Please be advised that some services impose limitations on browser versions.

3. User Help Desk

- Any User who wants his/her personal information kept by us to be disclosed, corrected, deleted, or suspended is advised to contact our Customer Service department. We will promptly respond to the User's request in a reasonable manner and to a necessary extent.

End

Established on April 1, 2017
Updated on July xx, 2017
DESCENTE JAPAN LTD.