

Service Privacy Policy

Cookpad Inc. (hereinafter “We”, “Us”, and “Our”) shall, in providing the services We operate (hereinafter “Our Services”), comply with the legal standards regarding the protection of personal information and obtain, use and provide, etc. personal information by the proper methods in accordance with the privacy policy (hereinafter "Policy") outlined below. We may establish individual privacy policies for each service (hereinafter collectively "Individual Service Policies") in addition to the Policy. In this case, unless otherwise prescribed in the Individual Service Policies, the Individual Service Policies shall be applied together with the Policy to the individual services.

1. Personal Information

Personal Information as used in the Policy means “Personal Information” as prescribed in the Act on the Protection of Personal Information (hereinafter “Personal Information Protection Act”).

We may obtain the following information as well as other customer information for Our Services which may include Personal Information.

- Information provided when customers register to use Our Services (name, nickname, zip code, date of birth, gender, address, occupation, telephone number, email address and password, etc.)
- Information on a customer's profile (icon photo, hobbies, family structure, age and other information concerning individual attributes)
- Payment information (bank account, credit card information and the fact that a customer was unable to make a credit card payment if such an event occurs)
- Communication terminal information (the customer's IP address, usage statistics, history, location information, terminal used, services used and products purchased until now, pages and advertisements viewed, usage times, method of use and usage environment, etc.)

2. Purpose of Use of Personal Information Obtained

We shall use Personal Information obtained for the following purposes. However, if when obtaining Personal Information, We notify the customer that it shall be used for any purpose other than that in the Policy, We shall use the Personal Information for the purpose separately notified of in addition to the purposes below.

- To enable customers using Our Services to recognize each other on Our Services
- To keep informed about which customers are posting contents and creating pages through Our Services.
- To optimize the contents and advertisements, etc. displayed through Our Services for Our customers
- To improve Our Services
- To enhance the content of Our Services
- To plan, review, develop and provide new services
- To elicit respondents to questionnaires conducted in relation to Our Services and new services

- To send customers prizes and merchandise
- To contact customers regarding information on Our Services or new services
- To deny access to Our Services to those who default on payment of Our fees, use Our Services for fraudulent or unjust purposes, cause damage to any third party including other customers or otherwise violate Our Terms of Use
- To create statistical data processed into a format which does not enable an individual to be identified
- To charge customers fees for the use of Our Services
- To make payments to Our customers
- To respond to inquiries from Our customers
- To verify the identity of Our customers
- For other purposes incidental or related to the above purposes of use and Our business

3. Provision of Personal Information to Third Parties

We shall provide Personal Information to third parties in the following cases.

- When displaying customers' Personal Information on Our Services to other customers in order to identify a customer on Our Services
- When providing Personal Information to business operators who carry out optimization in order to optimize the delivery and display of Our and third party advertisements
- When providing Personal Information to third parties based on a customer's instructions or consent
- When the provision of Personal Information to third parties is permitted under the Personal Information Protection Act such as when information obtained is required to be provided by a court, supervisory government agency and other public bodies

In addition to the above, We consign some services related to the operation of Our Services to third parties (including third parties overseas) and when doing so, We may provide Personal Information to the third party consignees in order to deliver products, settle payments, respond to customer inquiries, provide related after-sales services or to investigate or analyze, etc. information. In this case, We shall execute an agreement on the consignment of Personal Information and carry out the necessary and appropriate supervision of the third party consignees.

4. Shared Use of Personal Information

We may share personal information We have obtained from Our customers through Our Services with Our subsidiaries and affiliates for the purposes of use prescribed in the Policy or Individual Service Policies or to achieve the purposes of use We have separately notified customers of. In this case, We shall manage Our customers' information responsibly and handle the same in accordance with the Policy.

5. Disclosure, etc. of Personal Information

We shall promptly respond to requests from customers asking Us to disclose their Personal Information, to make corrections or additions to or deletions from the content therein, to cease the use

thereof, to notify them of the purpose of use thereof, to delete the same or to cease provision thereof to third parties (hereinafter "Disclosure, Etc.") in accordance with the following items.

- (1) When a customer makes a request for Disclosure, Etc., We shall Disclose, Etc. the same upon verifying the identity of the customer via the method prescribed below or another method separately designated by Us. Provided, however, if We are not under the obligation for Disclosure, Etc. under law, We are entitled not to Disclose, Etc. the information at Our discretion.
 - Verify identity by sending an email to the email address already provided by the customer and having the customer respond thereto.
 - Verify identify by confirming the customer's name, address, telephone number and date of birth at the time procedures are carried out.
- (2) We shall notify customers separately of the procedure for Disclosure, Etc. upon verifying the identity of the customer.
- (3) We do not collect fees for Disclosure, Etc.

6. Services Provided by Third Parties

We may provide information such as cookies and access logs to third parties in order to improve the quality of Our Services or to optimize and personalize the contents and advertisements displayed to Our customers using services provided by third parties. To find out about the services provided by third parties please check [Behavioral Targeting, etc.](#)

7. Security Control Measures

We shall take reasonable safety measures and preventive / corrective measures against the risk of Personal Information being leaked, lost or damaged, etc. so that Our customers can rest assured when using Our Services.

8. Inquiries, etc. Regarding Personal Information

Please use the form below to make inquiries regarding Personal Information, to file a complaint or application for a consultation regarding the same or to request the Disclosure, Etc. thereof. [Click hereto make inquires, file a complaint or an application for consultation or to request Disclosure, Etc.](#)

9. Changes to the Policy

We may change the Policy as necessary. When making changes which by law require the consent of the customers, We shall obtain the customer's consent by the method prescribed by Us.

Enacted on: January 9, 2006

Last revised on: May 30, 2017