

# **Privacy Policy (for Users)**

## **1. Basic Concept**

The Japan Association for the International Horticultural Expo 2027 , Yokohama (“Association”) collects your information in connection with the provision of services related to the International Horticultural Expo 2027, Yokohama (“EXPO”) and the performance of the Association’s ancillary operations (collectively, the “Services”).

In handling personal information, the Association will comply with the Act on the Protection of Personal Information of Japan (“APPI”). The Association will also implement necessary measures regarding foreign laws on the protection of personal information (e.g., EU’s General Data Protection Regulation No. 2016/679 (“GDPR”), the UK’s General Data Protection Regulation (“UK GDPR”), and the USA’s California Consumer Privacy Act (“CCPA”)), taking into account the extraterritorial application of such foreign laws and the factual circumstances related to the handling of personal information.

## **2. Applicable Scope**

This Privacy Policy (“Policy”) governs the handling of personal information of individuals participating in or otherwise involved with the EXPO, including general visitors and users of the Association’s website (collectively, the “Users”).

With regard to the handling of personal information of individuals participating in or involved with the EXPO, including officers, staff, and related personnel of the Association (representatives and related persons of official participants such as countries and international organizations participating in the EXPO, as well as representatives and related persons of unofficial participants such as private exhibitors; the Association’s volunteer staff; participants in citizen-engagement programs; operators of commercial facilities and temporary shops; sponsors and sponsoring companies; members of committees, juries, and other various bodies related to the Association; government delegations of exhibition areas; invitees to the opening and closing ceremonies; overseas guests; domestic guests; competition participants; symposium speakers, etc. (collectively, the “Related Parties”)), please refer to the Privacy Policy (for Related Parties). In cases where the Association has separately established regulations or the Related Parties entered into an agreement with the Association, such regulations or agreements shall supersede the Privacy Policy (for Related Parties) with respect to the handling of personal information of Related Parties.

## **3. Types of Personal Information Handled by the Association**

The Association primarily handles the following types of personal information:

- (1) Basic information of Users (name, telephone number, address or country of residence, e-mail address, age and date of birth, etc.);
- (2) Information regarding affiliation (name of company, organization, department, position, etc.);
- (3) Information other than (1) and (2) entered into websites (information such as language setting, e-mail distribution setting, basic information of accompanying children entered or transmitted by the Users themselves through the Association's input forms, etc. prescribed by the Association (excluding the information included in the above));
- (4) Credentials (ID and password) to log in to the Association's system;
- (5) Payment and settlement information (not including credit card numbers);
- (6) Information related to social media (information relating to LINE, X, Facebook, Instagram, or Google accounts, etc. as well as their profiles);
- (7) Information obtained from the devices of Users (device type, OS, device identifier, IP address, browser type and other browser information, referrer information, cookie ID, information related to browsing history and purchase history obtained by using cookies and cookie-like technologies, IDFA, Google Play advertising ID and other advertising identifiers); and
- (8) Camera images/footage and security camera footage from inside the venue

#### **4. Acquisition and Purpose of Use of Personal Information**

The Association handles the relevant types of personal information for the following purposes.

Purpose of Use	Personal information listed in 3. above that corresponds to the purposes of use listed on the left.
To authenticate and confirm the identity of Users	(1) (2) (3) (4) (6) (7)
For the provision of the Services to Users, such as product sales and event operations	(1) (2) (3) (4) (5) (7)
To request feedback from Users regarding the Services	(1) (2) (3)
To provide promotional marketing, advertisements, and notices related to	(1) (2) (3) (6) (7) (8)

the Services and related services, as well as the Association or its affiliated organizations to Users (Including cases where information such as browsing history and purchase history are analyzed to deliver optimum advertising.)	
To investigate and analyze the use of the Services by Users, and to maintain, protect, and improve the Services and related services	(1) (2) (3) (4) (6) (7) (8)
To ensure the safe and smooth management and operation of the event	(1) (2) (3) (4) (5)
To respond to inquiries regarding the Services	(1) (2) (3)
To respond to acts that violate the Association's terms related to the Services	(1) (2) (3) (4) (6) (7)
To notify changes and other matters on terms related to the Services	(1)
To prevent system failures, malfunctions, accidents of the Services and to respond to them when they occur	(1) (2) (3) (4) (6) (7) (8)
For the planning and operation of the EXPO and associated events	(1) (2) (3) (7)
To carry out administrative procedures related to the EXPO and its associated events	(1) (2) (3)
To understand how the Association's systems are being used by Users, and to detect and prevent unauthorized log-ins	(4) (6) (7)
To prevent and detect fraud at an early stage	(1) (2) (4) (6) (7) (8)
To provide personal information to third parties as set forth in "5. Provision of Personal Information to Third Parties (Recipients)"	(1) (2) (3) (5) (6) (7) (8)
To build and maintain an official archive related to the EXPO	(1) (2) (6) (8)
To receive personal information or information related to personal information obtained by the Association's affiliates based on consent to the Policy and use it for the purposes described above by linking it with personal information of Users already in the Association's possession	(7)

## 5. Provision of Personal Information to Third Parties (Recipients)

The Association will not disclose or provide personal information to third parties without the prior consent of the Users, except when:

- (1) the Association outsources all or part of the handling of personal information within the scope necessary to achieve the purpose of use;
- (2) personal information is provided to an organization designated by the Association as the legacy successor organization of the Association or a related person of the Association as a result of the succession of the Association's business due to a merger or other reasons;
- (3) it is necessary for the protection of a person's life, body, or property, and obtaining the

consent of the Users is difficult;

- (4) it is particularly necessary for the improvement of public health or the sound development of children, and it is difficult to obtain the individual's consent;
- (5) it is necessary to cooperate with a national agency, a local government, or a person entrusted by a national agency or local government to execute affairs prescribed by laws and regulations, and in which obtaining the consent of the Users is likely to impede the execution of such affairs;
- (6) such third party is an academic research institution or similar, and the third party needs to handle the relevant personal information for academic research purposes (including cases where part of the purpose of handling the relevant personal information is for academic research purposes, but excluding cases where there is a risk of wrongful infringement on the rights and interests of individuals);
- (7) personal information is provided to the government (including regulatory authorities related to the EXPO, foreign governments and local governments);
- (8) providing the camera images/footage of the venue as described in 3. (8) above to broadcasting agencies or video sharing websites; or
- (9) other cases permitted under the APPI and other laws and regulations.

## **6. Provision and Transfer of Personal Information to Third Parties Located in a Foreign Country**

The Association will not provide personal information to third parties located in a foreign country without the prior consent of the Users, except

- (1) in the cases listed in "5. Provision of Personal Information to Third Parties (Recipients)" items (3) to (6);
- (2) when the personal information is provided to a third party in a country designated by the Order of the Personal Information Protection Commission as a foreign country that has a system for the protection of personal information that is recognized as being at the same level as that in Japan in protecting the rights and interests of individuals;
- (3) when a system is established with a person to whom personal information is provided that conforms to the standards set forth in the Order of the Personal Information Protection Commission as necessary to continuously take measures in an appropriate and reasonable manner for the handling of said personal information by the said person in accordance with the purpose of Chapter 4, Section 2 of the APPI; and
- (4) when the recipient of the personal information is accredited in accordance with an

international framework for the handling of personal information.

For details of measures taken by the Association in the case of (3) above, which are necessary to ensure the continuous implementation of the corresponding measures by the third party, please contact the office listed in “18. Contact Information.”

In addition, in order to provide the Services, the Association may transfer the personal information of Users residing outside of Japan to a third country other than the country in which they reside (or outside of the EU for individuals residing in the EU) (“Extraterritorial Transfer”). These countries include countries where the level of protection of personal information is lower than that of the laws and regulations applicable to the countries in which the Users reside.

When transferring personal information of Users to these countries, the Association shall implement the following measures: (1) For Users residing in the EU: Measures necessary for personal information protection, such as concluding standard data protection clauses under Article 46, Paragraph 2 of the GDPR. (2) For Users residing in the UK: Measures necessary for personal information protection, such as concluding standard data protection clauses under Article 46, Paragraph 2 of the UK GDPR. For detailed information, such as obtaining a copy of the relevant standard contractual clauses, etc. please contact the office listed in “18. Contact Information.”

## **7. Source of Personal Information**

In principle, the Association acquires personal information directly from the Users. However, in certain cases, personal information may be obtained indirectly from third parties. For details on the sources of personal information obtained by the Association, please contact the office listed in “18. Contact Information.”

## **8. Security Management of Personal Information**

The Association will maintain the collected personal information in an accurate and up-to-date condition, and will take necessary measures, including education and training for the Association's officers and employees, to prevent leakage, loss, damage, or falsification.

The Association may engage third parties to handle personal information. In such cases, an agreement will be concluded with the subcontractor regarding the appropriate handling of personal information and the subcontractor will be supervised to ensure the appropriate handling of personal information. For details on the security management measures executed by the Association, please contact the office listed in “18. Contact Information.”

## **9. Retention Period of Personal Information**

The Association will retain the personal information of Users for the period necessary to achieve the purposes of use set forth in this Policy.

The retention period of personal information is determined based on (1) whether there is a continuing relationship with the Users, (2) whether the Association is obligated to retain personal information in accordance with laws and regulations, (3) whether it is necessary to fulfill agreements with the Users and subcontractors, and (4) whether it is necessary for administrative procedures after the EXPO is over.

## **10. Handling of Personal Information of Children**

The Association will not knowingly collect or process personal information regarding Users under the age of 16 without the consent of a parent or guardian (provided, however, that the Users under the age of 16 may be captured by cameras within the venue). Users under 16 years of age must obtain the consent of a parent or guardian before providing any personal information to the Association.

The Association will promptly take appropriate measures if it discovers that it has collected personal information of Users under the age of 16 without the consent of their parent or guardian.

If a parent or guardian provides the personal information of a User under 16 years of age to the Association on behalf of such party, the parent or guardian agrees that personal information obtained directly from the User under 16 years of age in connection with various services provided by the Association using such personal information thereafter will also be handled in accordance with this Policy. For Users under 16 years of age, the services for which the Association uses and provides such personal information include, but are not limited to, the following:

- reservations and registration for the EXPO and various facilities;
- reservations for exhibits and transportation;
- purchase of tickets and merchandise, etc.;
- receiving online services provided by the Association, such as the distribution of content, experiences and route guidance within the EXPO; and
- receiving optimal exhibition experiences and advertisements by analyzing online and offline behavior history.

## **11. Rights to Disclosure, Correction, Addition, Deletion, etc. of Personal Information**

Users may have the following rights with respect to personal information in accordance with applicable laws and regulations:

- (1) the right to request access to personal information (including copies);
- (2) the right to seek correction;
- (3) the right to seek removal (right to be forgotten);
- (4) the right to restrict the handling of personal information (stop processing); and
- (5) the right to receive personal information in a structured, machine-readable format (right to data portability).

These rights may be restricted in exceptional cases where responding to a request by the Users would infringe the rights of the Association or a third party, or where it is requested to remove information which is required to retain in accordance to the laws and regulations. Exceptions to these rights are set forth in applicable laws and regulations.

When exercising these rights, please direct your request to the contact office listed in “18. Contact Information.”

## **12. Right to Object to Handling of Personal Information**

In accordance with applicable laws and regulations, Users may have the right to object at any time to the handling of their personal information when such handling is based on legitimate interests. The handling of personal information in this context includes profiling (meaning analyzing and predicting the behavior of an individual based on his or her information; hereinafter the same applies).

The individual may have the absolute right to refuse direct marketing or to refuse profiling carried out for such purposes, in accordance with applicable laws and regulations, if their personal information is processed for direct marketing purposes.

When exercising these rights, please direct your request to the contact office listed in “18. Contact Information.”

## **13. Right to Withdraw Consent**

In accordance with applicable laws and regulations, Users have the right to withdraw their consent at any time when the Association handles their personal information based on their consent. This withdrawal does not affect the legality of any handling based on the consent given prior to that withdrawal.

When exercising this right, please direct your request to the contact office listed in “18. Contact Information.”

## **14. Right to File a Complaint with Supervisory Authority**

In accordance with applicable laws and regulations, Users may have the right to file a complaint with the supervisory authority. The supervisory authority to which a complaint may be filed will be determined by consideration of the individual's place of residence or place of employment.

## 15. Special Provisions Regarding GDPR

If the GDPR applies to the processing of personal information of the Users, the provisions of this section shall apply.

The Association will process the following personal information of the Users on the legal basis stipulated in Article 6 of the GDPR:

(1) Processing is necessary for the pursuit of the purposes of the legitimate interests

The Association will acquire and process the following personal information of the Users for the purposes listed below, as necessary to pursue legitimate interests:

Purpose of Use	Personal information listed in 3. above that corresponds to the purposes of use listed on the left.
To authenticate and confirm the identity of Users	(1) (2) (3) (4) (6) (7)
To request feedback from Users regarding the Services	(1) (2) (3)
To investigate and analyze the use of the Services by Users, and to maintain, protect, and improve the Services and related services.	(1) (2) (3) (4) (6) (7) (8)
To respond to inquiries, etc. regarding the Services	(1) (2) (3)
To respond to acts that violate the Association's terms related to the Services	(1) (2) (3) (4) (6) (7)
To notify changes and other matters on terms related to the Services	(1)
To prevent system failures, malfunctions, accidents, etc., of the Services and to respond to them when they occur	(1) (2) (3) (4) (6) (7) (8)
To carry out administrative procedures related to the EXPO and its associated events	(1) (2) (3)
To understand how the Association's systems are being used by Users, and to detect and prevent unauthorized log-ins.	(4) (6) (7)
To prevent and detect fraud at an early stage	(1) (2) (4) (6) (7) (8)
To provide promotional marketing, advertisements, notices, and publicity related to the Services and related services, as well as the Association or its affiliated organizations to Users (excluding cases where information such	(1) (2) (3) (6) (8)



as browsing history and purchase history, etc. are analyzed to deliver optimum advertising.)	
To build and maintain an official archive related to the EXPO	(1) (2) (6) (8)

- (2) When processing is necessary for the performance of an agreement to provide services to the Users

The Association will acquire and process the following personal information of the Users for the purposes listed below, as necessary to perform an agreement to provide services to the Users:

Purpose of Use	Personal information listed in 3. above that corresponds to the purposes of use listed on the left.
For the provision of the Services to Users, such as product sales and event operations	(1) (2) (3) (4) (5) (7)
For the planning and operation of the EXPO and events held at the EXPO	(1) (2) (3) (7)
To ensure the safe and smooth management and operation of the event	(1) (2) (3) (4) (5)

- (3) When clear, prior consent has been obtained from the Users

The Association will acquire and process the following personal information of the Users for the purposes listed below, when receiving clear, prior consent from the Users:

Purpose of Use	Personal information listed in 3. above that correspond to the purposes of use listed on the left.
For delivering optimum advertising by analyzing collected information such as browsing history and purchase history	(1) (2) (3) (6) (7)
To provide personal information to third parties as set forth in “5. Provision of Personal Information to Third Parties (Recipients)”	(1) (2) (3) (5) (6) (7) (8)
To receive personal information or information related to personal information obtained by the Association’s affiliates based on consent to the Policy and use it for the purposes described above by linking it with personal information of Users already in the Association’s possession	(7)

The Association does not make decisions based on automated data processing that have legal effects

or similarly significant effects on the Users.

In cases where the provision of personal information is required under the laws and regulations or an agreement, or is a necessary requirement for the conclusion of an agreement, the Association will separately notify the Users as to whether or not the individual is obligated to provide personal information and the possible consequences of not providing such personal information.

## **16. Rights of California Residents to Personal Information (when the CCPA applies)**

If the CCPA applies, Users residing in California have the following categories of rights: For more information on the rights granted in the event that the CCPA applies, please contact the office listed in “18. Contact Information.”

### **(1) Right to request access to personal information**

Users have the right to request that the Association disclose to them certain information regarding the Association’s collection, sharing, disclosure, or use of their personal information. In addition, the Users have the right to request that the information be disclosed in a form that is portable and transferable to other parties. Upon receipt and confirmation of a verifiable request by the Users, the Association will disclose part or all of the information listed below to the Users:

- Categories of personal information collected by the Association regarding the Users;
- Categories of sources of personal information collected by the Association regarding the Users;
- The Association’s business or commercial purposes for which personal information is collected, sold, or shared;
- Categories of third parties to whom personal information is disclosed by the Association;
- or
- Specific portions of personal information collected by the Association regarding the Users.

### **(2) Right to seek deletion of personal information**

Users have the right to request that the Association delete personal information it has collected and retains from the Users, except where certain exceptions apply. Upon receipt and confirmation of a verifiable request by the Users, except where certain exceptions apply, the Association will delete the individual’s personal information from its records.

### **(3) Right to request correction of personal information**

Users have the right to request that the Association correct any inaccurate personal information

it has collected and retains from Users. Upon receipt and confirmation of a verifiable request, the Association will correct any inaccurate personal information of the Users from its records. If the Association determines that it is highly likely that the subject personal information, in light of the totality of the circumstances, is not accurate, the Association may reject the Users' request for correction.

(4) Right to opt out of sale or sharing of personal information

Users have the right to request to opt out of targeted advertising or the sale or sharing of personal information.

(5) Right to opt in to the sale or sharing of personal information

The Association will not sell or share the personal information of Users between the ages of 13 (inclusive of such age) and 16 without obtaining affirmative consent from the individual, nor will it sell or share the personal information of Users under the age of 13 without obtaining affirmative consent from the individual's parent or guardian.

(6) Right to request to limit the use of sensitive personal information

The Association will not use or disclose sensitive personal information collected from the Users for any purposes other than:

- to provide products and services that the average consumer reasonably expects;
- to help ensure security and integrity;
- for short-term, temporary use (except those involving profiling or changes to future consumer experiences);
- to provide services on behalf of the Association; and
- to maintain or improve the quality and safety of the Association's services and devices.

(7) Right to non-discrimination

The Association will not discriminate against any California resident for exercising their rights under the CCPA.

(8) Exercise of rights to request access, delete, and correct

In order to exercise the aforementioned rights of access, deletion and correction, please contact the Association by the method specified in "18. Contact Information" and make a verifiable request to the Association.

An agent may also exercise the rights of access, deletion, and correction on behalf of the User. In such cases, the Association may request the agent to submit a document signed by the User

certifying that the agent is authorized by the consumer to make the request.

## **17. Other**

The Association may revise the Privacy Policy on the Association's website as necessary without prior notice. In such cases, the revised policy shall become effective upon its publication on the Association's website or by other appropriate means.

### **<Important Note to Social Media Users>**

Some social media platforms may automatically receive information such as user IDs and the websites being accessed, etc. from the Association's website when pages containing the platforms' buttons, timelines, etc. are viewed, even if those buttons or timelines, etc. are not clicked.

Please visit the [Important Note to Social Media Users page on the Personal Information Protection Commission website \(external website\)](#).

Please refer to each website for the privacy policies, etc. of the social media platforms used on the Association's website.

[Reference]

- Privacy policy of X (former Twitter) (X website)
- Privacy policy of Facebook (Meta website)
- Privacy policy of Instagram (Meta website)

## **18. Contact Information**

Please direct any comments, questions, complaints, or other inquiries regarding the handling of personal information to the following address:

Japan Association for the International Horticultural Expo 2027, Yokohama

Address: Matsumura Building 5F, Main Bldg.  
1-13 Sumiyoshi-cho, Naka-ku, Yokohama, Kanagawa 231-0013  
Representative Trustee, Masato Komura

Department in charge: General Affairs Division, General Affairs Department

E-mail: [soumu@expo2027yokohama.or.jp](mailto:soumu@expo2027yokohama.or.jp)

The contact details of the Association's representative in the EU are as follows:

Atsumi & Sakai Europa GmbH - Rechtsanwälte und Steuerberater

OpernTurm (13th Floor)

Bockenheimer Landstraße 2-4,

60306 Frankfurt am Main, Germany

E-mail: [expo2027yokohama@aplaw.jp](mailto:expo2027yokohama@aplaw.jp)

The contact details of the Association's representative in the UK are as follows:

Atsumi & Sakai Europe Limited

85 Gresham Street, London EC2V 7NQ, United Kingdom

E-mail: [expo2027yokohama@aplaw.jp](mailto:expo2027yokohama@aplaw.jp)

California residents may exercise their rights under the CCPA by contacting the following.

E-mail: [soumu@expo2027yokohama.or.jp](mailto:soumu@expo2027yokohama.or.jp)

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