

## Personal Information Protection Policy

We are fully aware of our mission and responsibilities as a company engaged in general printing services mainly focusing on album production as well as NFT (Non-Fungible Token) marketplace operations, and we take appropriate measures to protect personal information in order to earn the trust of our customers.

1. We appropriately acquire, manage and use personal information considering the nature and scale of the business described above. In principle, we do not handle personal information beyond what is necessary to achieve the purpose of use without obtaining the prior consent of the relevant person, and we take necessary steps to achieve this principle accordingly.
2. We do not provide personal data to any third party unless the consent of the relevant person is obtained or unless there is a good reason under the laws and regulations.
3. We comply with the laws and regulations, national guidelines and other norms regarding the handling of personal information.
4. We take measures and necessary corrective measures to prevent the leakage, loss or damage of the personal information we have.
5. We have established a complaint and consultation contact center regarding the handling of personal information and the personal information protection management system, and respond accordingly.
6. We operate the personal information protection management system based on the Japanese Industrial Standards (JISQ15001) and continually review and improve it.

Date of enactment: June 2, 2011

Last revised date: January 31, 2023

MATSUMOTO INC.

Daiki Matsumoto, President and Chief Executive Officer



### Handling of Personal Information

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MATSUMOTO INC.

Kazutoshi Tokunaga, Personal Information Protection Administrator

(The contact information is the same as the one below.)

We may handle your personal information in connection with transactions. We deeply recognize the importance of protecting personal information, and in accordance with the “Personal Information Protection Policy”, handle personal information appropriately as described below.

### Our basic stance on handling of personal information

We declare the Personal Information Protection Policy and ensure that our employees and other related parties are fully aware of this policy to implement, improve and maintain it.

In addition, we acquire personal information by lawful and fair means and will not acquire it by any illegal means. We also inform the relevant person who is the subject of the personal information of the voluntary nature of giving personal information and the consequences that will occur to the person if such information is not given to us.

### Personal information we handle and purpose of use

Personal information we handle	Purpose of use
Personal information of our customers	<ul style="list-style-type: none"> <li>• To print or send graduation albums, commemorative publications, direct mail or other materials, or to provide services on our NFT marketplace or other services from us</li> <li>• To respond to inquiries about our operations</li> <li>• To provide guidance and information regarding our operations from us</li> <li>• To provide services to our customers</li> <li>• To advertise, promote or market our company</li> <li>• To take anti-fraud measures necessary for the safe operation of our website, etc.</li> <li>• To provide information to a third party in the manner set forth in the Personal Information Protection Policy</li> </ul>
Personal information obtained from applicants for employment	To screen the applicants for employment
Personal information obtained from employees (including retirees)	To operate employment management and other necessary communication

If we use your personal information for purposes other than those listed above, we will ask for your consent unless otherwise permitted by the law.

#### **Non-disclosure/non-provision of personal data to third party**

We do not disclose or provide your personal data we have to any third party without a prior consent from you, except in the cases listed below. For the avoidance of doubt, if you purchase an NFT representing a digital ticket through the NFT marketplace operated by us, we may provide your certain personal data to the organizers of the event in which you can participate with such digital ticket upon your consent, or may ask you to provide your personal information directly to the organizers of the event.

1. If it is necessary based on laws and regulations
2. If it is necessary for the protection of life, body or property of any individual and it is difficult to obtain your consent
3. If it is particularly necessary for the improvement of public health or the promotion of the sound upbringing of children and it is difficult to obtain your consent
4. If it is necessary to cooperate with any governmental institution or local government or a person entrusted by them in the performance of affairs prescribed by the laws and regulations, and obtaining your consent may interfere with the performance of such affairs

#### **Provision of personal data and record of receipt**

When providing personal data to or receiving it from a third party (excluding governmental institutions, local governments, independent administrative agencies and local independent administrative agencies, the same applies hereinafter in this paragraph), in accordance with the Act on the Protection of Personal Information, we prepare records (the "Third Party Provision Records") on necessary items and keep them for a period of time set forth in the rules of the Personal Information Protection Commission.

#### **Security measures for personal information we handle**

1. In order to prevent personal information from being leaked, lost or damaged, we have established and implemented a basic policy and necessary internal rules concerning the handling of personal information, and take necessary and appropriate security control measures, such as education and training for employees, clarification of the authority of persons in charge, management of entry and exit of controlled areas, enforcement of access restrictions, and management and supervision of outsourcing contractors; provided, however, that it should be noted that there is no absolute technology to prevent unauthorized access.
2. We strive to keep the acquired personal data accurate and up-to-date, and to delete such personal data without delay when we no longer need to use it.

#### **Procedures for changing the Personal Information Protection Policy**

In order to handle personal information appropriately, we review and revise our Personal Information Protection Policy and the "Handling of Personal Information" from time to time.

#### **Contact center for disclosure, correction/suspension of use and complaints**

With respect to the personal data held by us under the Act on the Protection of Personal Information, you may request the notification, disclosure, suspension of use, elimination and suspension of provision to a third party of the purpose of use, disclosure, correction, addition, deletion, suspension of use and elimination of the Third Party Provision Records, as well as correction, addition, and deletion of the retained personal data (the "Request for Disclosures"). When making the Request for Disclosures, we may ask you to present your identification documents (including driver's license and passport) to confirm your identity. However, if your request does not meet the requirements set forth in the Act on the Protection of Personal Information or if there are any grounds to refuse disclosures under the Act on the Protection of Personal Information or other laws and regulations, we may not accept your request. In addition, it should be noted that we basically refuse to disclose information related to personnel evaluations regardless of whether such information falls under the category of personal information. For more information about the procedures for the Request for Disclosures, please contact the "Contact Information for Personal Information Protection" below. When we receive a request for notification of the purpose of use or a request for disclosure of the retained personal data held by our company, or a request for disclosure of the Third Party Provision Records, we will charge a fee of 1,000 yen per case.

In addition, you can make inquiries about our handling of personal information and personal information protection management at the following customer support contact center.

Upon receiving an inquiry from you, the contact center will inform you of the procedures for the Request for Disclosures, and will respond to it appropriately and promptly to the reasonable extent.

Note

#### **Contact Information for Personal Information Protection**

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- 1 -2 -1 Yashinoki, Moji-ku, Kitakyushu, Fukuoka 800-8555
- Personal Information Protection External Contact Center, MATSUMOTO INC.  
Kazutoshi Tokunaga, Personal Information Protection Administrator
- TEL: 093-371-0298

Name of authorized personal information protection organization:  
JIPDEC

Contact for resolving complaints:  
Personal Information Protection Consultation Service Office

Address:  
Roppongi First Building, 1-9-9 Roppongi, Minato-ku, Tokyo, 106-0032

Phone:  
03-5860-7565, 0120-700-779

\*[This is not a contact information for the products and services of MATSUMOTO INC.]

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