

## **Privacy Notice (For EEA residents)**

JTB Tourism Research & Consulting Co. which has its registered offices at 12 F Celestine Shiba Mitsui Bdg. 3-23-1 Shiba, Minato-ku, Tokyo, Japan offers solutions for a wide range of business connected to tourism and develops the necessary human resources. This Privacy Notice is issued to you, Data Subject, to inform you of our collection, access, use and process your personal data in the way described below.

### **1. Categories of personal data**

We hereby inform you that we collect, use and process the following categories of your personal data:

- Name
- Year of Birth
- Gender
- Region
- Email Address
- Occupation
- Business Field
- Name of Organization

### **2. Legal basis and purpose (As per Article 6(1)(f) GDPR, we hereby inform you that we use your personal data for the purpose of providing you following services:**

- Sending interesting information on tourism trends by email newsletters
- Marketing/ Providing information regarding our products and services.

In addition, your personal data may be converted into statistical or aggregated data which cannot be used to identify you and then used to produce statistical research and reports. This aggregated data may be shared and used in the ways described above.

We process your personal data in its interest as well as your interest, so We provides and you receive the services that you have requested and other related services specified in the above.

### **3. Retention periods**

We keep your personal data as long as there is a statutory or legal requirement to do so or in order to provide the aforementioned services to you. For accounting or auditing purposes we may retain your personal data for a period of time after our direct business dealings have ended.

### **4. Data storage and transfer**

Furthermore, we may share your personal data with JTB group companies as well as with other companies which may be located within or outside the EEA and provide travel and business process services or other services indicated above, for example: travel agencies, IT service providers and other service providers (including service providers for JTB). Where a company is located outside the EEA, we will arrange adequate safeguards such as Binding Corporate Rules or Standard Contract Clause arrangement or transfer your personal data based on appropriate legal basis.

## **5. Prior consent**

Where we require access to your Personal Data that GDPR considers Sensitive, we will seek separate explicit consent from you prior to obtaining that data.

## **6. Your rights**

As a customer you have a number of rights among them: the right to request access to your personal data, to have it corrected or deleted, and the right to object to our processing of your personal data. For further information on these rights please refer to our Privacy Policy:

Online link to Privacy Policy: [https://www.jtbcorp.jp/en/privacy/pi\\_gdpr.asp](https://www.jtbcorp.jp/en/privacy/pi_gdpr.asp)

If you require assistance or further information about how your personal data is used by us then contact our Data Protection Team via email: [private@jtb.com](mailto:private@jtb.com)

If you are not completely satisfied with how personal data request was handled then you may contact your local Data Protection Supervisory Authority.