

## Privacy Policy

1. The Company complies with all laws, regulations, government-established guidelines, and other norms regarding personal information handled in its hotel business and the personal information of its staff, etc.
2. The Company does not use any personal information beyond the scope necessary to achieve the specified purposes of use (or for other purposes), and will specify the purposes of use when acquiring and using any personal information.

Appropriate control measures are also taken to ensure that the information is not used for any other purposes. The purposes of use of personal information are as follows.

[Purposes of use of personal information]

- Provision of products and services to customers and other related services
  - Sending of information, promotional materials, printed matter, and e-mails regarding new products, services, events, public offerings (promotional campaigns), etc. of the Company and its group companies, etc. (However, if the customer wishes to no longer receive such communication, the Company will cease immediately.)
  - Improvement of services and development of new products based on customer opinions and requests
  - Usage as basic data for business analysis and preparation of statistical information
  - Conveyance and provision of recruitment information to job applicants (including internships), recruitment selection, management of in-house recruitment information, ascertaining the recruitment environment, conducting surveys to verify recruitment activities, and use of information as analytical data
3. The Company does not provide acquired personal information to third parties without the consent of the individual or unless required by law.
  4. When the Company receives a complaint or consultation regarding the handling of personal information, it will promptly investigate the facts of the matter and respond in good faith within a reasonable period of time.
  5. The Company takes organizational, personal, physical, and technological measures to prevent and correct any leakage, loss, or damage of personal information in order to properly manage the personal information it has acquired.
  6. The Company continually reviews its personal information protection management system and improves its efforts to protect personal information in keeping with changes in social conditions and the environment.

March 1, 2024

Eikoh Co., Ltd.

Representative Director: Jihye Chang

[Inquiries Regarding Our Privacy Policy]

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FIVE SPRING RESORT THE SHIRAHAMA