

Policies Regarding Cookies and Similar Technologies

Tokyo Convention & Visitors Bureau ("us", "we", or "our") uses cookies and similar technologies on the following 5 websites: <https://www.tohokuandtokyo.org>, <https://www.chushikokuandtokyo.org>, <https://www.kyushuandtokyo.org>, <https://www.hokurikuandtokyo.org> and <https://www.tourism-alljapanandtokyo.org> (the "Services"). By using the Services, you consent to the use of cookies and similar technologies.

Our Policies Regarding Cookies and Similar Technologies explain what cookies and similar technologies are, how we use cookies, how third-parties we may partner with may use cookies on the Services, your choices regarding cookies and similar technologies and further information about cookies and similar technologies. Please note we may revise our Policies Regarding Cookies and Similar Technologies at any time.

What are cookies and similar technologies?

Cookies and similar technologies are small pieces of text sent to your web browser by a website you visit. Cookies and similar technologies enable the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

A cookie file is stored in your web browser and allows the Services or a third-party to recognize you and make your next visit easier and the Services more useful to you.

Cookies can be "persistent" or "session" cookies. Persistent cookies remain on your personal computer or mobile device when you go offline, while session cookies are deleted as soon as you close your web browser.

A local storage file located in the user's device enables data storage semi-permanently due to the unlimited nature of the storage period.

How we use cookies and similar technologies

When you use and access this website, we may place multiple files of cookies and similar technologies in your web browser.

We use cookies and similar technologies to track information on how our website is used so that we can make improvements, to monitor our website performance and to analyze how our visitor use our website. Cookies and similar technologies also enable us to provide a tailored user experience by displaying contents and measure advertisement impression and clicks.

A server cannot find out a name or email address, or anything about a user's computer, by using cookies and similar technologies.

We may share your cookies and similar technologies information with selected third parties including advertising agencies, data managers and integrators.

Third-party cookies and similar technologies

In addition to our own cookies and similar technologies, we also gather information on users' site usage status and provide them to social media, advertisement distribution and data analysis partners such as Google and Facebook. Each partner may use this information in combination with other information the user provided to each partner or other information gathered when the user used each partner's services. For example, we use Google Analytics to help us monitor our website traffic and analyze what our visitors read on our websites. We may also use third party cookies and similar technologies to help us run market research, improve website functionality or contents.

Our partners may include those located outside the European Economic Area (EEA), including any destination where the privacy laws of the country concerned may be different and less protective than those of EEA countries. The data protection laws in these countries may differ from those of the country in which you are located (i.e. many of the rights provided in the EEA to the data subjects of the data are not given). We will ensure the adequate measures are taken concerning the protection of your cookies and similar technologies by executing standard contract clauses based on the EU General Data Protection Regulation, etc.

What are your choices regarding cookies and similar technologies?

You have the right to withdraw your consent to the use of these cookies and similar technologies at any time. However, disabling cookies and similar technologies or categories of them will not delete an existing cookie and similar technology from a browser, so this will need to be done separately from within your own browser. Please visit the help pages of your web browser.

Please note that if you delete cookies and similar technologies or refuse to accept cookies and similar technologies, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

How to disable cookies and similar technologies via your browser

For the Chrome web browser, please visit this page from Google:

<https://support.google.com/accounts/answer/32050>

For the Internet Explorer web browser, please visit this page from Microsoft:

<http://support.microsoft.com/kb/278835>

For the Firefox web browser, please visit this page from Mozilla:

<https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websitesstored>

For the Safari web browser, please visit this page from Apple:

<https://support.apple.com/en-us/HT201265>

How to disable local storage via your browser

For the Firefox web browser, please visit this page <https://support.mozilla.org/en-US/kb/storage>

If the following web browsers are used, disabling cookies also terminates local storage.

- Chrome
- Safari

For any other web browser, please visit your web browser's official web pages.

You may lodge a complaint with any data protection authority that has jurisdiction over us and/or is located in your place of residence.

Where can you find more information about cookies and similar technologies

You can learn more about cookies and similar technologies on the following third-party websites.

Cookies	Purpose	Reference
Google Analytics	Traffic Analysis	(1) Security and privacy in Universal Analytics https://support.google.com/analytics/answer/2838718?hl=en
		(2) Google Analytics Opt-out Browser Add-on https://tools.google.com/dlpage/gaoptout?hl=en
Google Maps/Google Earth	geo-location services	(1) Privacy Policy https://policies.google.com/privacy
		(2) Google Maps/Google Earth Additional Terms of Service https://www.google.com/help/terms_maps.html?hl=en
Google Ads	Ad Delivery	(1) Privacy Policy http://www.google.co.jp/intl/en/policies/privacy
		Advertising http://www.google.co.jp/intl/en/policies/technologies/ads
		*Remarketing https://support.google.com/adwords/answer/2453998
		(2) Settings for Google ads http://www.google.com/ads/preferences
		*To opt out of DFP(DoubleClick for Publishers) or DFA(DoubleClick for Advertisers) configure "Opt out of interest-based Google ads across the web"
Facebook	Ad Delivery	(1) Data Policy https://www.facebook.com/about/privacy
		(2) About Facebook Ads https://www.facebook.com/help/769828729705201

		*See "How Ads Work on Facebook" > "How does facebook decide which ads to show me and how can I control which ads I see?"
ADARA	Ad Targeting	(1) Data Policy https://adara.com/privacy-promise
		(2) Opt Out https://adara.com/opt-out
Treasure Data	Traffic Analysis	(1) Privacy Statement for Customer Information https://www.treasuredata.com/privacy
Oracle BlueKai	Ad Targeting	(1) Oracle Marketing Cloud & Oracle Data Cloud Privacy Policy https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html
		(2) Interest Based Advertising Enabled by Oracle Data Cloud https://www.oracle.com/legal/privacy/privacy-choices.html#iba

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