

# Cookie Policy

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

Our Cookies Policy explains what cookies are, how we use cookies, how third-parties we may partner with may use cookies on the Services, your choices regarding cookies and further information about cookies. Please note we may change this Cookie Policy at any time.

## What are cookies

Cookies are small pieces of text sent to your web browser by a website you visit. A cookie enables 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.

## How we use cookies

When you use and access this website, we may place a number of cookies files in our web browser.

We use cookies 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 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.

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

### **Third-party cookies**

In addition to our own cookies, 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 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 by executing standard contract clauses based on the EU General Data Protection Regulation, etc.

### **What are your choices regarding cookies**

You have the right to withdraw your consent to the use of these cookies at any time. However, disabling a cookie or category of cookie will not delete an existing cookie 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 or refuse to accept them, 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.

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-websites-stored>

For the Safari web browser, please visit this page from

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

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

Cookie	Purpose	Reference
Google Analytics	Traffic Analysis	(1) Security and privacy in Universal Analytics <a href="https://support.google.com/analytics/answer/2838718?hl=en">https://support.google.com/analytics/answer/2838718?hl=en</a>
		(2) Google Analytics Opt-out Browser Add-on <a href="https://tools.google.com/dlpage/gaoptout?hl=en">https://tools.google.com/dlpage/gaoptout?hl=en</a>
Google Maps/Google Earth	geo-location services	(1) Privacy Policy  <a href="https://www.google.com/intl/ALL/policies/privacy/index.html">https://www.google.com/intl/ALL/policies/privacy/index.html</a> (2) Google Maps/Google Earth Additional Terms of Service
		<a href="https://www.google.com/help/terms_maps.html?hl=en">https://www.google.com/help/terms_maps.html?hl=en</a>
Google Adwords	Ad Delivery	(1) Privacy Policy <a href="http://www.google.co.jp/intl/en/policies/privacy/">http://www.google.co.jp/intl/en/policies/privacy/</a>
		Advertising <a href="http://www.google.co.jp/intl/en/policies/technologies/ads/">http://www.google.co.jp/intl/en/policies/technologies/ads/</a>

Cookie	Purpose	Reference
		*Remarketing <a href="https://support.google.com/adwords/answer/2453998">https://support.google.com/adwords/answer/2453998</a>
		(2) Settings for Google ads <a href="http://www.google.com/ads/preferences/">http://www.google.com/ads/preferences/</a>
		*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 <a href="https://www.facebook.com/about/privacy">https://www.facebook.com/about/privacy</a>
		(2) About Facebook Ads <a href="https://www.facebook.com/help/769828729705201/">https://www.facebook.com/help/769828729705201/</a>
		*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 <a href="https://adara.com/privacy-promise/">https://adara.com/privacy-promise/</a>
		(2) Opt Out <a href="https://adara.com/opt-out/">https://adara.com/opt-out/</a>
Treasure Data	Traffic Analysis	(1)Privacy Statement fr Customer Information
		<a href="https://www.treasuredata.com/privacy/">https://www.treasuredata.com/privacy/</a>
Oracle BlueKai	Ad Targeting	(1) Oracle Marketing Cloud & Oracle Data Cloud Privacy Policy

Cookie	Purpose	Reference
		<a href="https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html">https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html</a>
		(2) Interest Based Advertising Enabled by Oracle Data Cloud
		<a href="https://www.oracle.com/legal/privacy/privacy-choices.html#iba">https://www.oracle.com/legal/privacy/privacy-choices.html#iba</a>

Last modified: May 24, 2018