Privacy Policy

1. Purposes of Use of Personal Information

Personal information, including access logs (such as IP addresses, cookie identifiers etc.), obtained from our customers will be used for the following purposes only.

Personal information obtained at the time of reservation:
-To contact customers regarding their reservation.
-To share to affiliated companies (such as the provider of the customer's choice of service), in order to meet the customer's request.
-To provide information to our customers about our tours, experiences, other services, and related events and seminars.
-To ask customers for feedback and to respond to questionnaires regarding our products and services.

Personal information acquired through inquiries:
-To contact customers regarding their inquiry.
-To share to affiliated companies in order to respond to the customer's inquiry.

Access log information:
-This website uses cookies to protect our customers' information entered through this website, as well as to protect our customers' access log information.
-This website uses Google Analytics, which uses cookies to collect data. This data is collected anonymously, and is not used to specify individuals. For details regarding Google Analytics, please refer to Google Analytics' Terms of Service page or Google's Policy page.
-After being processed so that the information cannot specify an individual, our customers' access log information, along with the pages and questions viewed by the customers, may be used in the following ways:
a. To develop and offer tours, experiences, and other products and services of a higher quality (through activities such as the analysis of customer needs, product development, evaluation of said products, and more)
b. To analyze our customers' access tendency

2. Provision of personal information to a third party

We will not disclose or provide a customer's personal information to a third party that is not an outsource or successor of our company, unless we have prior consent from the customer or when laws or regulations require us to do so.
In the event we do provide a customer's personal information to a third party, or when we entrust a third party to handle the customer's personal information, we will stipulate in the

contract with the third party that necessary measures must be taken to prevent any or unauthorized provision of personal information from the third party, except in extraordinary circumstances.

3. Management of personal information

In the event a customer wishes to disclose, delete or correct any personal information, or discontinue use of our services, they may send a request to the following:

Secretary General
Eastern Hokkaido Natural Beauty Route DMO

Personal information handling desk:
East Hokkaido Path to Natural Beauty DMO
Tel: +81-154-67-3200
Contact Form: https://info.eastern-hokkaido-style.jp/info/
Reception hours: 9:00 AM – 5:00 PM

4. Duration of safekeeping information

To ensure data security and provide stable services, we keep personal information provided by our customers for 10 years from the date of registration, or the date the information was updated. (The most recent date will be used.) After this period, all information provided will be deleted.