

## **SEIBU PRINCE CLUB Membership Terms and Conditions**

### **Article 1 SEIBU PRINCE CLUB Point Program**

- 1 . The SEIBU PRINCE CLUB Point Program (“Program”) is a service under which members, as defined in Article 2 of these Terms and Conditions (“Members”) will be awarded with points (“Points”) when they use the member stores including Seibu Group companies (“Member Stores”).
- 2 . The operating entity of the Program is Seibu Holdings Inc. (“Company”). The SEIBU PRINCE CLUB Desk (“Desk”) will be in charge of managing the business operations of the Program.
- 3 . Members need to hold any of the following membership cards (collectively, "Membership Cards") to receive services under the Program:
  - (1) SEIBU PRINCE CLUB Card: An exclusive card with no credit card function that allows members to receive points (“SPC Card”). In some cases, cards for exclusive services offered by respective Seibu Group companies are issued.
  - (2) SEIBU PRINCE CLUB Application Membership Card: SEIBU PRINCE CLUB application which is offered by Company or any Seibu group company and has the function to display membership cards ("App");
  - (3) SEIBU PRINCE CLUB Web Membership Card: Membership Card displayed on SEIBU PRINCE CLUB website ("Website")  
SEIBU PRINCE CLUB Website [https://club.seibugroup.jp](https://club.seibugroup.jp;);
  - (4) SEIBU PRINCE CLUB Card Saison: SPC Card with credit card functions and benefits ("SPC Card Saison");
  - (5) SEIBU PRINCE CLUB Card Saison Gold": SPC Card Saison with additional benefits ("SPC Card Saison Gold").
4. SPC Card Saison and SPC Card Saison Gold (collectively, "Partner Cards") are SPC Cards issued by Credit Saison Co., Ltd. ("Credit Saison") under the partnership between Seibu Group and Credit Saison. In the case any individual that satisfies the conditions under Article 2 of these Terms and Conditions ("Applicant") wishes to join the Program under a Partner Card, Applicant shall make an application for membership as set out for such Partner Card. Credit Saison will issue a Partner Card after conducting a prescribed screening based on the contents of the membership application. Partner Cards may not be issued to any residents residing outside Japan.

## Article 2 Applying for Membership

- 1 . A Member is a person who agrees to the SEIBU PRINCE CLUB Membership Terms and Conditions (“Terms and Conditions”), applies to the Company for membership in the Program, and is approved by the Company to become a Member.
- 2 . Company shall issue one customer number per member.
3. To become a Member, a person shall meet the following conditions.
  - (1) He/she must be a living individual. (No corporations are allowed.)
  - (2) He/she must meet the following age conditions:
    - For those who live in Japan:  
He/she must be 13 years of age or older. If a person who is younger than 13 years old wishes to gain membership, such person will meet the requirement under this item by notifying at the membership application that he/she has obtained the consent of a person with parental authority (if there is no person with parental authority, a statutory agent).
    - For those who live outside Japan:  
He/she must be 18 years of age or older.
  - (3) He/she must not be a member or interested party in an organized crime group, affiliated company or organization of an organized crime group, or any other similar antisocial force; or having a relationship with any of the aforementioned.
- 4 . An Applicant who wishes to join the Program shall submit all of the matters concerning the membership application for the Program in genuine manner. Please note that when an Applicant applies for membership, the Company may ask him/her to present his/her ID or other documents verifying the Applicant’s identity, and may keep a copy thereof.
- 5 . If any of the information required on the membership application described in the preceding paragraph is not submitted, if any information submitted on the application form is found to be untrue, if the Company judges that the enrollment qualifications pursuant to paragraph 3 are not satisfied, or if the Company decides that it is not appropriate to grant membership in the Program due to operational and/or administrative reasons, the Company may refuse to grant the Applicant’s membership in the Program, or may revoke membership that has been granted. The same shall apply to the cases where Credit Saison does not approve to grant membership to an Applicant in the procedure described in the following paragraph.
6. If an Applicant wishes to gain membership of Partner Cards, such Applicant shall follow the membership enrollment procedure prescribed by Credit Saison.

7 . No admission fees or annual membership fees shall be charged for the Program.

### **Article 3 Issuing/Lending, etc., of SPC Cards**

- 1 . The Company will only issue/lend one SPC Card per Member who is resident in Japan and wishes to have an SPC Card issued, except in the cases where a Partner Card has already been issued to such Member. Provided, however, that this shall not apply to the cards bearing an identical customer number.
- 2 . The Member shall sign his/her name in the signature area on the back of the SPC Card and shall manage and use the SPC Card with the due care of a prudent manager.
- 3 . The SPC Card may be used only by the Member who signed it and may not be transferred or lent to a third party.
- 4 . The Member will bear the risk of any damages or detriments arising from a third party's use of his/her SPC Card as a result of the Member's breach of Paragraph 2 or 3 of this article.

### **Article 4 Membership Expiration Date**

- 1 . The expiration date of membership shall be December 31 of the year (Japan time) that includes the day on which two years has passed since the date on which the Program was last used (i.e., the last date on which any point was awarded or used). Provided, however, that the expiration date of Partner Cards shall be as prescribed by Credit Saison.
- 2 . After the expiration date, the membership of the Member will terminate automatically.

### **Article 5 Point Award**

- 1 . The Company shall award Members with 1 point per 110 yen (including tax) (where a Member purchases goods or receives services at an overseas Member Store, the amount equivalent to 110 yen (including tax) after being converted into yen at a variable exchange rate set by the Company as at the time of each transaction (including tax)) used by Members when said Members purchase products or receive services at Member Stores. Said Points shall be awarded either on the day of use or the following day. Point award rates and award dates may differ by Member Stores and applicable products and services.

2 . The Company shall award points to members in accordance with the following:

- (1) The Company shall award points to the applicable Members when said Members present the Membership Card to Member Stores when purchasing products or receiving services at Member Stores. Points shall not be awarded if the Members do not present the Membership Card.
- (2) The Company shall reserve points separately for each customer number. Points from multiple separate Membership Cards may not be combined, except for the Membership Cards bearing an identical customer number.
- (3) Members may not transfer, succeed, or pledge Points to any third parties. Points shall be awarded only when Members purchase products or receive services by themselves.

3 . The stipulations of Item 1 notwithstanding, the Company shall not award Points in the following cases. Providing, however, that this restriction shall not apply in cases where special approval is granted by Member Stores.

- (1) When Members purchase merchandise vouchers, gift certificates, bullion, postage stamps, documentary stamps, or other cash vouchers or prepaid cards
- (2) When Members pay case fees, shipping fees, processing and maintenance fees or travel expenses
- (3) When members pay taxes (with some exclusions)
- (4) When Members purchase products or receive services via mail order
- (5) When Members purchase products or receive services at events
- (6) When Members purchase products or receive services at discounted or privilege events targeting members
- (7) When Members pay accounts receivable using payment methods other than a credit card
- (8) When Members purchase products or receive services via cash on delivery
- (9) When Members purchase discounted or sale products or use other discounts
- (10) When Members pay deposits or other temporary receipts
- (11) When Members purchase products or receive services using product vouchers, coupons, or other payment methods designated by the Company or Member Stores

(12) When Members purchase other products or receive other services designated by the Company or Member Stores

#### **Article 6 Handling of Points when Purchased Products, etc. are Returned**

1. If a Member returns any purchased products or items or cancels a purchase of products or items, the Company shall deduct Points already awarded to Member for such products or items. In this case, Member shall present the receipt and Membership Card to Member Store from which Member purchased such products or items.
2. If a Member returns any purchased products or items or cancels a purchase of products or items after using Points, and the deduction of Points as set out in the preceding paragraph results in accumulated points balance of a negative value, the Company may request Member to return Redeemable Products or pay an equivalent amount in cash, and Member shall comply with this request.

#### **Article 7 Point Accumulation Period and Date of Expiration**

1. The accumulation period of Points shall be one year from January 1 of each year (Japan time) to December 31 of the same year (Japan time)("Year"). Points shall be accumulated per Year and the accumulated Points shall be calculated for each Year.
2. Points awarded shall expire on December 31 of the year following the year in which they were awarded (Japan time).
3. Points that have not been used by the expiry date prescribed in the preceding paragraph will expire and will not be carried over to the next Year.
4. Notwithstanding the provisions of the preceding paragraph, Points of a negative value in accordance with the provisions of Article 6, Paragraph 2 of these Terms and Conditions will not expire and will be carried over to the following Year.

#### **Article 8 Use of Points**

1. Members can exchange the Points accumulated by presenting Membership Cards for various products and services ("Redeemable Products") designated by the Company or use one Point exclusively at Member Stores at a rate of one yen per Point (where Points are used at an overseas Member Store, the amount per Point is equivalent to one yen after being converted into the foreign currency at a variable exchange rate set by the Company as at the time of each transaction)) during the accumulation period and by the expiry date of the Points stipulated in Article 7.

2. Notwithstanding the preceding paragraph, some Member Stores may have facilities, products or services where one Point cannot be used as the equivalent of one yen, or restrictions on the units of Points that can be used, or items for which Points may not be used. The Points may not be used for cigarettes, merchandise vouchers, various prepaid cards, gift certificates, postage stamps, documentary stamps, or the other items designated by Member Stores. Details of Redeemable Products can be found on the Website and other websites.
3. Members may not cancel any exchange of Points with Redeemable Products or any use of Points once they have applied for such exchange or use, or return any Redeemable Products. Provided, however, that if Members returned the products purchased using Points or cancelled such purchase, Company will refund Points used by following a method specified by the Company.
4. The Company shall issue, deliver, or send Redeemable Products to Members by a method specified separately by the Company. In case of a post delivery of a Redeemable Product to a Member, except for the events that are directly attributable to the Company, the Company shall not bear any responsibility or liability whatsoever for any loss, theft, soiling, damage, etc. of Redeemable Products during delivery. The delivery of Redeemable Products will be arranged only within Japan and no inquiries will be accepted regarding the delivery of Redeemable Products for which 1 month has passed after redemption.
5. Points that belong to multiple Members cannot be allocated to payment for a single transaction. Points can only be used once per Member in a single transaction.
6. Points cannot be exchanged for cash.

#### **Article 9 Presentation of the Membership Card**

Members may be asked by the Company or a Member Store to present his/her Membership Card at the Company or the Member Store in instances other than those stipulated in Article 5, Paragraph 2, Item 2 of these Terms and Conditions, and the Member shall comply with such requests.

#### **Article 10 Notification of Change in Address, etc.**

In the event of any change of the address, name, telephone number, etc. submitted when applying for membership, the Member shall promptly so notify the Company by following the methods designated by the Company. Please note that the Company may confirm the identity of the Member as part of the procedure for making such change. Any such notification of change for Partner Cards shall be made by following the change procedures designated by Credit Saison.

### **Article 11 Loss or Theft of the Card**

- 1 . If the SPC Card is lost or stolen, the Member who was issued a SPC Card in accordance with Article 3.1 of these Terms and Conditions shall promptly inform the Desk. In such events, the Company will, in principle, not re-issue the SPC Card nor reissue points accumulated on said SPC Card.
- 2 . If the SPC Card becomes unusable due to stain, damage, magnetic strip failure, or otherwise, the Company will, upon request of the Member, reissue a new SPC Card to the Member in exchange for the unusable SPC Card. In this case, any accumulated points shall continue to be valid. Provided, however, that the Member shall cover the reissue fee for SPC Card designated by the Company. Please note that the Member will not be entitled to receive any benefits of the Member until a new SPC Card is reissued.
3. For Partner Cards, notifications shall be made to Credit Saison.

### **Article 12 Withdrawing Membership**

- 1 . A Member may, at any time, withdraw from the Program by following the withdrawal procedure prescribed by the Company. Where a SPC Card Member who received a SPC Card in accordance with Article 3.1 of these Terms and Conditions withdraws from the Program, the Member shall, in principle, return his/her SPC Card to the Company, and in the case of the withdrawal by a Member of Partner Cards, the withdrawal shall be made by following the rules of Credit Saison. The Company may confirm the identity of the Member as part of the withdrawal procedure.
- 2 . Any points accumulated by Members shall be forfeited at the time the Member withdraws their membership.

### **Article 13 Termination of Membership**

The membership of a Member shall be terminated and any accumulated Points forfeited if:

- (1) The Member withdraws from membership;
- (2) The Member is no longer eligible for membership as set forth in Paragraph 3 of Article 2 of these Terms and Conditions;
- (3) The expiration date as set forth in Article 4 of these Terms and Conditions has lapsed;
- (4) The Member no longer holds SPC Card due to any loss or theft;

- (5) The Member of Partner Cards is no longer eligible for the membership of the said Partner Cards and there are no card that bears an identical customer number.
- (6) The Company finds that points were acquired by any methods which violate these terms and conditions or any other illegitimate means;
- (7) The Member does not appropriately and promptly carry out any procedures required in accordance with the reduction of acquired points as the result of the return, etc. of purchased products, etc. as stipulated in Article 6 of these Terms and Conditions. Or the Company finds that the Member frequently returns, etc. purchased products, etc. after use of the Points or otherwise engages in any inappropriate point manipulation or improper point use;
- (8) The Member breaches any of the following terms and the Company finds that it cannot provide the Program
  - any special terms and conditions ancillary to these Terms and Conditions
  - any terms applicable to applications, services, etc. provided by the Company, Seibu group companies or their partners which the Member uses by logging in as the Member of the Program;
- (9) The Company finds that the Member is a member or interested party in an organized crime group, affiliated company or organization of an organized crime group, or any other similar antisocial force; or having a relationship with any of the aforementioned;
- (10) The Company finds that the Member is not eligible for membership because the Member breaches these Terms and Conditions (including any special provisions or the like incidental hereto) or public order and morals.

#### **Article 14 Discontinuation of Program, etc.**

- 1 . The Company may suspend for an extended period of time, or discontinue, the services under the Program by giving at least six months' notice to Members.
- 2 . The Company may, without notice, suspend the Program for the convenience of operations, or due to failure resulting from an act of God or any other emergency situation. In addition, the Company will not be liable for any damages or detriments incurred by Members due to such suspension.

#### **Article 15 Modification of the Terms and Conditions etc.**

- 1 . The Company may, modify, revise, or eliminate these Terms and Conditions ("Modification"). Notably, in case of a Modification, etc., of the Terms, Web Members will by the day before the effective date of the Modification, etc., be notified of the impending change of the Terms and the content and effective



date of the changed Special Provisions by publication on the Website and other appropriate methods. Starting with the effective date, the changed Terms will be applied to the Program as the most recent version.

\*SEIBU PRINCE CLUB website <https://club.seibugroup.jp/>

- 2 . The Company may change Member Stores without notice.

### **Article 16 Damage Compensation**

- 1 . The Company shall not be liable or responsible for any damages (monetary damages or losses, emotional distress, or any other detriment) incidental to the suspension or discontinuation of the Program as set forth in Article 14 hereof, modification to these Terms and Conditions as set forth in Article 15 hereof or the like, or provision of the Program.
- 2 . The Company shall not be liable or responsible for any trouble between a Member and a Member Store or third party when the Member uses the Member Store.
- 3 . The preceding two paragraphs shall not apply in cases of willful misconduct or gross negligence of the Company.

### **Article 17 Court of Jurisdiction**

- 1 . The Program and these Terms and Conditions(including any special provisions and the like incidental hereto) shall be governed by the laws of Japan and the Tokyo District Court shall have exclusive jurisdiction for the first instance over any and all dispute in connection with the Program or these Terms and Conditions.
- 2 . The Japanese version of these Terms and Conditions (including any special provisions and the like incidental hereto) is the official version, and even if these Terms and Conditions are translated into any other language for reference, only the Japanese version shall be valid as the official version and any translated version in another language shall not be valid.

### **Article 18 Member Web Service (MyPage) and the App**

- 1 . A Member may use the services of the Member Web Service (MyPage) or the App, subject to the Member's agreement to these Terms and Conditions and the Website Policy contained on the Website as well as to the prescribed registration procedures for the Website or the App, which shall be taken by the Member himself/herself.
- 2 . Concerning the use of the Member Web Service (MyPage), a Member shall observe the "Member Web Service ("MyPage") Special Provisions" and concerning the use of the App any terms applicable to use for the App.

### **Article 19 Contact Point**

The following contact point will handle any inquiries about the Program, these Terms and Conditions, or the like.

SEIBU PRINCE CLUB Desk

5-2019-7 Mihara-cho, Tokorozawa-shi, Saitama 359-0045

Phone:04-2929-0011

Supported Languages: Japanese, English, Chinese, Korean

Operating Hours: 9:00 a.m. to 5:00 p.m. Japan time (excluding Saturdays, Sundays, holidays and New Year holidays)

Revised April 25, 2024

## **SEIBU PRINCE CLUB Privacy Policy**

### **1. SCOPE OF THIS PRIVACY POLICY**

This privacy policy sets out how SEIBU HOLDINGS INC. (registered office: 1-16-15 Minamiikebukuro, Toshima-ku, Tokyo 171-0022, Japan; "**SEIBU Holdings**") and SEIBU PRINCE HOTELS WORLDWIDE INC. (registered office: 1-16-15 Minami Ikebukuro, Toshima-ku, Tokyo 171-0022, Japan; "**SPW**" and together with SEIBU Holdings, "**we**", "**us**", "**our**") use personal data in relation to the SEIBU PRINCE CLUB and the Seibu Prince Global Rewards.

### **2. ABOUT US**

The SEIBU PRINCE CLUB is SEIBU Holdings' rewards programme which will elevate your experience as you accumulate points based on each transaction and receive recommendations, discounts and special offers tailored just for you. The Seibu Prince Global Rewards is a sub-programme attached to the SEIBU PRINCE CLUB which provides you with benefits, recommendations, discounts and special offers relating to Seibu Prince Hotels & Resorts branded hotels and facilities and it is jointly operated by SEIBU Holdings and SPW. In order for us to provide the services and run the programme, we use personal data.

### **3. WHOSE PERSONAL DATA DO WE USE?**

#### **3.1 What personal data do we collect and use?**

We typically process the following types of personal data about you:

- (a) Contact details and basic registration information for the programme (such as email address, residential address, phone number, name, gender, date of birth, customer account number and lifestyle information)
- (b) Transactional data relating to any purchase of products and services at the SEIBU PRINCE CLUB participating retailers and Seibu Prince Hotels & Resorts branded hotels and leisure facilities

We do not collect any of your special category data; this is any information relating to your health or medical records, genetic or biometric data, criminal convictions, sex life, sexual orientation, racial or ethnic origin, political opinions, religious or philosophical beliefs or trade union membership.

#### **3.2 How do we obtain your personal data?**

We obtain your personal data in a number of different ways:

- (a) The SEIBU PRINCE CLUB participating retailers and Seibu Prince Hotels & Resorts branded hotels and leisure facilities;
- (b) third parties with your request (e.g. eligible rewards point exchange partners);
- (c) trusted suppliers (e.g. payment providers, marketing agencies);
- (d) IT systems, including via our platform;
- (e) cookies on our website;
- (f) government agencies;
- (g) insurance companies;
- (h) professional advisors including external legal advisors;
- (i) IT service providers; or
- (j) our regulators.

### 3.3 For what purpose do we use your personal data and with whom is it shared?

We process your personal data for a number of different purposes and under data protection laws, we must have a "lawful basis" to do so. We rely on the following 'lawful bases' when processing your personal data:

- (a) to comply with our legal and regulatory obligations;
- (b) it is necessary for the performance of our contract with you or to take steps at your request before entering into a contract;
- (c) as necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us;
- (d) where it is necessary for legitimate interests pursued by us or a third party and your interests and fundamental rights do not override those interests; or

(e) we have your consent.

Please see below for further details of the different ways we use your personal data, the lawful bases we rely on when doing so and details of whom we may share your personal data with:

Who will process your personal data	Purpose for processing your personal data	Legal basis for processing your personal data	With whom do we share your personal data	What personal data will be shared with them (except administrative services providers and IT service providers)?
SEIBU Holdings	Administration of the SEIBU PRINCE CLUB	We have a contractual obligation	<p>The SEIBU PRINCE CLUB participating retailers (including Seibu Prince Hotels &amp; Resorts branded hotels and facilities)</p> <p>Administrative services providers (including SEIBU Process Innovation)</p> <p>IT service providers</p>	Any information (set out in section 3.1) you request us to share with The SEIBU PRINCE CLUB participating retailers (including Seibu Prince Hotels & Resorts branded hotels and facilities)
SEIBU Holdings	Provision of benefits under the SEIBU PRINCE CLUB	We have a contractual obligation	<p>The SEIBU PRINCE CLUB participating retailers (including Seibu Prince Hotels &amp; Resorts branded hotels and facilities)</p> <p>Administrative services providers (including SEIBU Process Innovation)</p> <p>IT service providers</p>	Any information (set out in section 3.1) you request us to share with The SEIBU PRINCE CLUB participating retailers (including Seibu Prince Hotels & Resorts branded hotels and facilities)
SEIBU Holdings and SPW	Administration of the Seibu Prince Global Rewards	We have a contractual obligation	<p>Seibu Prince Hotels &amp; Resorts branded hotels and facilities</p> <p>IT service providers</p>	<p>Any information (set out in section 3.1) you request us to share with Seibu Prince Hotels &amp; Resorts branded hotels and facilities</p> <p>In addition, where you put in your membership details on a booking site of any Seibu Prince Hotels &amp; Resorts branded hotel or facility, to facilitate your booking process, your basic personal details (such as name and contact details) will be automatically shared with such hotel or facility</p>

Who will process your personal data	Purpose for processing your personal data	Legal basis for processing your personal data	With whom do we share your personal data	What personal data will be shared with them (except administrative services providers and IT service providers)?
SEIBU Holdings and SPW	Provision of benefits under the Seibu Prince Global Rewards	We have a contractual obligation	Seibu Prince Hotels & Resorts branded hotels and facilities IT service providers	Any information (set out in section 3.1) you request us to share with Seibu Prince Hotels & Resorts branded hotels and facilities
SEIBU Holdings and SPW	Promotional, marketing and business development	Your consent	Administrative services providers (including SEIBU Process Innovation) IT service providers	N/A

Please note that we will keep your personal data confidential and will only share it (in the ways described above) where necessary. When we appoint third party service providers who act as processors on our behalf, we require them to comply with strict contractual obligations (which restrict their uses) and data protection laws.

We may also aggregate and pseudonymise personal data and use and share such aggregated and pseudonymised personal data with our group companies for statistical purposes and for the purpose of data analytics, service development, and/or improvement. A list of our current group companies is available here: <https://www.seibuholdings.co.jp/en/group/grouplist/>

We typically use the following types of data to divide customers in segments or groups to aggregate and pseudonymise personal data:

- residential address
- phone number
- gender
- date of birth
- customer account number
- lifestyle information
- Transactional data relating to any purchase of products and services at the SEIBU PRINCE CLUB participating retailers and Seibu Prince Hotels & Resorts branded hotels and leisure facilities

#### 4. HOW DO WE PROTECT YOUR PERSONAL DATA WHEN SENDING IT ABROAD?

- 4.1 There will be some circumstances in which we will need to transfer your personal data outside of Japan. Where your personal data is transferred to any jurisdictions other than the UK and/or the European Economic Area (which means all the European Union (EU) countries plus Norway, Iceland

and Liechtenstein, together "EEA"), we take steps to ensure that your personal data is adequately protected and in compliance with data protection laws.

4.2 A summary of our regular international data transfers are set out below:

<b>Country/jurisdiction to where we transfer personal data</b>	<b>Purpose for the transfer</b>	<b>Safeguard used to protect your personal data (except any transfers to the United Kingdom and EEA)</b>
the United States of America (mainland),Hawaii,India,United Arab Emirates, Bahrain,the United Kingdom,Australia,Singapore	For the purposes set out in the table in section 3.3 in relation to Seibu Prince Hotels & Resorts branded hotels and facilities located outside of Japan	Approved mechanisms for cross-border transfer including UK's International Data Transfer Agreement and EU's standard contractual clauses

For further information on our transfers of personal data, please contact us at the contact details provided in the "Contacting Us" section below (see section 11).

## 5. **WHAT MARKETING ACTIVITIES DO WE CARRY OUT?**

5.1 We may from time to time provide you with information about our services or products or those of the SEIBU PRINCE CLUB participating retailers and Seibu Prince Hotels & Resorts branded hotels and leisure facilities which we think will be of interest to you or which you have asked us to provide you with. This may be sent by email or via the SEIBU PRINCE CLUB apps and the Seibu Prince Global Rewards apps.

5.2 We ensure that our marketing activities comply with all applicable law. In some cases, this may mean that we ask for your consent in advance of sending you marketing materials by email.

5.3 Please note that you can opt out of receiving any marketing communications at any time. An "unsubscribe" link appears in all our marketing emails. To unsubscribe from emails sent by us, simply click on the link at any time. Alternatively, you can contact us to update your preferences using the contact details in the "Contacting Us" section below (see section 11). In such circumstances, we will continue where necessary to send you service related communications as these will not constitute marketing communications.

## 6. **AUTOMATED DECISION MAKING**

Automated decision making refers to a situation where a decision is taken using personal information that is processed solely by automatic means (i.e., using an algorithm or other computer software) rather than a decision that is made with some form of human involvement. We use personal information to divide large groups of customers into sub-groups based on some type of shared characteristics such as geography, behaviour, or demographics. We make automated decisions, using segmentation and/or your specific personal information to offer you certain benefits, recommendations, discounts and special offers based on your characteristics.

## 7. **YOUR RIGHTS**

- 7.1 You have the right to make certain requests of us in relation to the personal data that we hold about you. If you wish to exercise these rights at any time please contact us using the details set out in the "Contacting us" section (see section 11).
- 7.2 Please note that not all of your data subject rights will be absolute; this means that there may be some circumstances where we may not be able to comply with your request (such as where this would conflict with our obligation to comply with other regulatory and/ or legal requirements). However, if we cannot comply with your request, we will tell you the reason, and we will always respond to any request you make.
- 7.3 There may also be circumstances where exercising some of these rights (such as the right to erasure, the right to restrict processing and the right to withdraw consent) will mean we can no longer provide you with our services and it may therefore result in the cancellation of our agreement with you. We will inform you of these consequences when you exercise your right.
- 7.4 For UK/EEA residents, your rights under data protection laws in the UK and EU are:
- (a) **the right to access your personal data:**
    - (i) you are entitled to a copy of the personal data we hold about you and certain details of how we use it; and
    - (ii) we will usually provide you with your personal data in writing, unless you request otherwise, or where you have made the request using electronic means, in which case the information will, where possible, be provided to you by electronic means;
  - (b) **the right to rectification:** we take reasonable steps to ensure that your personal data that we hold is accurate and complete, however, you can ask us to amend or update the personal data if you do not believe that this is so or if your details change;



- (c) **the right to erasure:** you have the right to ask us to erase your personal data in certain circumstances, for example where you withdraw your consent or where the personal data we obtained is no longer necessary for the original purpose; this right, will, however, need to be balanced against other factors, for example, we may have legal obligations which mean we cannot comply with your request;
- (d) **the right to restrict processing:** in certain circumstances, you are entitled to ask us to stop using your personal data, for example where you think that we no longer need to use your personal data or where you think that the personal data we hold about you may be inaccurate;
- (e) **the right to data portability:** you have the right, under certain circumstances, to ask that we transfer personal data that you have provided to us to another third party of your choice;
- (f) **the right to object to marketing:** you can ask us to stop sending you marketing messages at any time. You can exercise this right by either clicking on the "unsubscribe" link which is contained in any email that we send to you or you can use the details set out in the "Contacting us" section to contact us (see section 11). Please note that exercise of this right does not extend to service related communications which, where necessary, we will continue to send;
- (g) **the right to object to processing:** where we process your personal data based on our legitimate business interests (indicated in this privacy policy), you can object to our processing. We will consider your objection and determine whether or not our legitimate business interests prejudice your privacy rights;
- (h) **the right to withdraw consent:** we may ask for your consent for certain uses of your personal data – we have indicated in this privacy policy where we do need your consent. You have the right to withdraw your consent at any time; and
- (i) **the right to lodge a complaint with the applicable data protection supervisory authority:** we encourage you to contact us (using the details in the Contacting Us section (see section 11)) if you have any concerns with how we use your personal data and we will do our best to resolve your concerns. However, please note that you have a right to complain to the applicable data protection supervisory authority (depending on your territory) if you believe that any use of your personal data by us is in breach of applicable data protection laws.

Please note that lodging a complaint will not affect any other legal rights or remedies that you have.

## 8. **HOW WE PROTECT YOUR PERSONAL DATA**

8.1 We have put in place:

- (a) appropriate security measures and policies and procedures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed; and
- (b) procedures to address any suspected personal data breaches and we will notify you and any applicable regulator of a breach where we are legally required to do so.

8.2 Where we have given you (or you have chosen) a password, you are responsible for keeping this password confidential. Please do not share your password with anyone.

8.3 We review our security measures periodically. We also ensure that our employees receive appropriate data security training.

## 9. **HOW LONG DO WE KEEP YOUR PERSONAL DATA?**

9.1 We will only keep your personal data for as long as is necessary to fulfil the relevant purposes as set out in this privacy policy and more widely to comply with our legal and obligations for example for tax purposes.

9.2 The exact time period will depend on the type of personal data we hold; for example, we will maintain your membership registration details for as long as you have an account with the SEIBU PRINCE CLUB.

## 10. **Responsible party for joint use of personal data and pseudonymised data within the meaning of Japanese data protection law**

SEIBU HOLDINGS INC.

1-16-15 Minamiikebukuro, Toshima-ku, Tokyo 171-0022, Japan

President and Representative Director, President and COO NISHIYAMA Ryuichiro

## 11. **CONTACTING US**

If you have any queries about how we handle your personal data, the contents of this privacy policy, your data protection rights under applicable data protection laws, how to update your records or how to obtain a copy of the personal data that we hold about you, please contact us:

SEIBU PRINCE CLUB Desk, Contact Point for Personal Information Inquiries

5-2019-7 Mihara-cho, Tokorozawa-shi, Saitama 359-0045

Phone:04-2929-0011

Supported Languages: Japanese, English, Chinese, Korean

Operating Hours: 9:00 a.m. to 5:00 p.m. Japan time (excluding Saturdays, Sundays, holidays and New Year holidays)

12. **CONTACT DETAILS OF UK/EU REPRESENTATIVE**

**UK/EU REPRESENTATIVE**

Data Protection Representative Limited

**EMAIL ADDRESS**

[datarequest@datarep.com](mailto:datarequest@datarep.com)

When you send an email to Data Protection Representative Limited, please quote <SEIBU HOLDINGS INC.> or <SEIBU PRINCE HOTELS WORLDWIDE INC.> in the subject line.

**ONLINE WEBFORM**

<http://www.datarep.com/data-request>

**ADDRESS**

Please mail your inquiry to Data Protection Representative Limited at the most convenient of the addresses below.

PLEASE NOTE: when mailing inquiries, it is ESSENTIAL that you mark your letters for 'Data Protection Representative Limited' and not 'SEIBU HOLDINGS INC.' or 'SEIBU PRINCE HOTELS WORLDWIDE INC.', or your inquiry may not reach us. Please refer clearly to SEIBU HOLDINGS INC. or SEIBU PRINCE HOTELS WORLDWIDE INC. in your correspondence. On receiving your correspondence, SEIBU HOLDINGS INC. or SEIBU PRINCE HOTELS WORLDWIDE INC. is likely to request evidence of your identity, to ensure your personal data and information connected with it is not provided to anyone other than you.

<b>Country</b>	<b>Address</b>
Austria	DataRep, City Tower, Brückenkopfgasse 1/6. Stock, Graz, 8020, Austria
Belgium	DataRep, Place de L'Université 16, Louvain-La-Neuve, Waals Brabant, 1348, Belgium
Bulgaria	DataRep, 132 Mimi Balkanska Str., Sofia, 1540, Bulgaria
Croatia	DataRep, Ground & 9th Floor, Hoto Tower, Savska cesta 32, Zagreb, 10000, Croatia
Cyprus	DataRep, Victory House, 205 Archbishop Makarios Avenue, Limassol, 3030, Cyprus
Czech Republic	DataRep, IQ Ostrava Ground floor, 28. října 3346/91, Ostrava-mesto, Moravska, Ostrava, Czech Republic
Denmark	DataRep, Lautruphøj 1-3, Ballerup, 2750, Denmark
Estonia	DataRep, 2nd Floor, Tornimäe 5, Tallinn, 10145, Estonia
Finland	DataRep, Luna House, 5.krs, Mannerheimintie 12 B, Helsinki, 00100, Finland
France	DataRep, 72 rue de Lessard, Rouen, 76100, France
Germany	DataRep, 3rd and 4th floor, Altmarkt 10 B/D, Dresden, 01067, Germany
Greece	DataRep, 24 Lagoumitzi str, Athens, 17671, Greece
Hungary	DataRep, President Centre, Kálmán Imre utca 1, Budapest, 1054, Hungary
Iceland	DataRep, Kalkofnsvegur 2, 3rd Floor, 101 Reykjavík, Iceland
Ireland	DataRep, The Cube, Monahan Road, Cork, T12 H1XY, Republic of Ireland
Italy	DataRep, Viale Giorgio Ribotta 11, Piano 1, Rome, Lazio, 00144, Italy
Latvia	DataRep, 4th & 5th floors, 14 Terbatas Street, Riga, LV-1011, Latvia
Liechtenstein	DataRep, City Tower, Brückenkopfgasse 1/6. Stock, Graz, 8020, Austria
Lithuania	DataRep, 44A Gedimino Avenue, 01110 Vilnius, Lithuania
Luxembourg	DataRep, BPM 335368, Banzelt 4 A, 6921, Roodt-sur-Syre, Luxembourg
Malta	DataRep, Tower Business Centre, 2nd floor, Tower Street, Swatar, BKR4013, Malta
Netherlands	DataRep, Cuserstraat 93, Floor 2 and 3, Amsterdam, 1081 CN, Netherlands
Norway	DataRep, C.J. Hambros Plass 2c, Oslo, 0164, Norway

Poland	DataRep, Budynek Fronton ul Kamienna 21, Krakow, 31-403, Poland
Portugal	DataRep, Torre de Monsanto, Rua Afonso Praça 30, 7th floor, Algès, Lisbon, 1495-061, Portugal
Romania	DataRep, 15 Piața Charles de Gaulle, nr. 1-T, București, Sectorul 1, 011857,Romania
Slovakia	DataRep, Apollo Business Centre II, Block E / 9th floor, 4D Prievozska, Bratislava, 821 09, Slovakia
Slovenia	DataRep, Trg. Republike 3, Floor 3, Ljubljana, 1000, Slovenia
Spain	DataRep, Calle de Manzanares 4, Madrid, 28005, Spain
Sweden	DataRep, S:t Johannesgatan 2, 4th floor, Malmo, SE - 211 46, Sweden
United Kingdom	DataRep, 107-111 Fleet Street, London, EC4A 2AB, United Kingdom

### 13. **UPDATES TO THIS PRIVACY POLICY**

From time to time we may need to make changes to this privacy policy, for example, as the result of changes to applicable law, technologies, our services, or other developments. We will provide you with the most up-to-date privacy policy and you can check our website [INSERT WEBSITE LINK FOR PRIVACY POLICY] periodically to view it.

The text of this policy is given in English. In the event the policy is translated into languages other than English, only the English text shall be valid and text that has been translated into any other language will have no effect whatsoever.

This privacy policy was last updated on April 25, 2024.

## **Special Terms of Seibu Prince Global Rewards**

### Article 1 Name

The service program shall be called "Seibu Prince Global Rewards".

### Article 2 Purpose

1. The service program is provided by Seibu Prince Hotels Worldwide Inc. ("the Company") to offer special services to customers who are regular patrons of the facilities operated by the Company and its domestic and overseas subsidiaries and affiliates, as well as hotels, golf courses and other facilities under the Seibu Prince Hotels & Resorts brand ("Seibu Prince Hotels & Resorts").
2. The service program shall be operated subject to the Seibu Prince Club Member Terms and Conditions (including any accompanying special terms thereto) in addition to the special terms of Seibu Prince Global Rewards ("the Special Terms").
3. In the event where new special provisions are stipulated and the provisions of such special provisions and the Special Terms are inconsistent, the new special provisions shall prevail.

### Article 3 Membership

Seibu Prince Club members automatically become the members of the service program (the "Service Program Members") without any special procedures.

### Article 4 Membership Fees

As a general rule, there is no charge. However, a separate membership fee may be charged. In this case, the Service Program Member shall pay membership fee as separately determined in the prescribed manner. As a general rule, paid membership fee will not be returned.

### Article 5 Types of Status

There are four different statuses in the service program and the services offered differ for each status. The names of each status are as follows:

- (1) Seibu Prince Global Rewards Blue Member ("Blue Member");
- (2) Seibu Prince Global Rewards Gold Member ("Gold Member");
- (3) Seibu Prince Global Rewards Platinum Member ("Platinum Member"); and
- (4) Seibu Prince Global Rewards Diamond Member ("Diamond Member").

#### Article 6 Medal Rewards and Status

1. One medal will be rewarded for every JPY 10,000 (including consumption tax) spent annually in Seibu Prince Hotels & Resorts (Medals will be rewarded for the amount spent at Seibu Prince Hotels & Resorts overseas according to the annual cumulative amount converted into yen at the Company's prescribed exchange rate at the time of each use). However, the reward will only be given when payment is made directly at Seibu Prince Hotels & Resorts.
2. Notwithstanding the preceding paragraph, applications made via websites or travel agencies other than Seibu Prince Hotels & Resorts are not eligible for the reward.
3. Depending on the number of medals rewarded, the services for respective Blue Member, Gold Member, Platinum Member or Diamond Member will be offered. The details of the services offered will be announced in various printed materials and on the Seibu Prince Hotels & Resorts website (the "Website") and any additions or changes shall be announced each time on the Website. The number of medals required to obtain each status is as follows:
  - (1) Blue Member: Number of medals required: 0 medal;
  - (2) Gold Member: Number of medals required: 20 medals or more;
  - (3) Platinum Member: Number of medals required: 50 medals or more; and
  - (4) Diamond Member: Number of medals required: 200 medals or more.\*Website: <https://www.seibuprince.com/>
4. Weddings, banquets, and "group stays" as specified by the Company are not eligible for reward of the medals. There may be some facilities and services that are not be eligible for reward of the medals. Further details will be provided in the information for each facility and service.
5. The Company may revise the criteria for rewarding medals and acquiring status as set out in the Special Terms. The Company may also establish and apply medal rewarding criteria and status acquisition criteria other than those stipulated in this Article to all or some of the Service Program Members.

#### Article 7 Determination of Status and Service Offer Period

##### 1. Annual status determination

The medal earning period is one year from 1 January to 31 December each year (Japan time), and the number of medals rewarded during this period determines the status for the following year (from 1 April of the following year to 31 March the year after) (Japan time).

Services are provided for each status based on the results of the decision for one year in the following year.

##### 2. Monthly status determination

In addition to the preceding paragraph, status is determined on a monthly basis based on the number of medals earned from 1 January to the end of each month (Japan time), and if the number of medals required to obtain a higher status is confirmed to have been achieved earlier, the member is treated as a member based on that higher status from the 10th of the following month (Japan time), even during the medal earning period, and services and benefits based on the relevant higher status will be provided in advance. In this case, the relevant status will continue to apply for the following year.

#### Article 8 Points Rewarded per Status

Notwithstanding the main text of Article 5, paragraph 1 of the Seibu Prince Club Member Terms and Conditions, when a Service Program Member uses Seibu Prince Hotels & Resorts, the points shall be rewarded as follows:

- (1) For use of Seibu Prince Hotels & Resorts in and outside Japan (excluding weddings, banquets, and group stays):
  - (i) Blue Member: In accordance with the main text of Article 5, paragraph 1 of the Seibu Prince Club Member Terms and Conditions (the "Normal Rate");
  - (ii) Gold Member: 110% of the Normal Rate;
  - (iii) Platinum Member: 130% of the Normal Rate;
  - (iv) Diamond Member: 150% of the Normal Rate.
- (2) For weddings, banquets and group stays at Seibu Prince Hotels & Resorts in Japan
  - (i) If the amount spent is ¥500,000 or less: 1 point per ¥110 (including tax);
  - (ii) If the amount spent is more than ¥500,000 and less than ¥1.5 million: 5,000 points;
  - (iii) If the amount spent is more than ¥1.5 million and less than ¥3 million: 10,000 points;
  - (iv) If the amount spent is JPY 3 million or more: 20,000 points.
- (3) For weddings, banquets and group stays at Seibu Prince Hotels & Resorts outside Japan:  
The rules for rewarding points can be found on website of each facility.

#### Article 9 Verification and Presentation of Status

1. As a general rule, the Service Program Members shall register to use the Seibu Prince Global Rewards App (the "SPGR App") or the Seibu Prince Club App and confirm their status on the SEIBU PRINCE CLUB App membership card (displayed in a color corresponding to their status) displayed on the SPGR App or the Seibu Prince Club App.
2. The Service Program Members shall present their SPGR App membership card, SEIBU PRINCE CLUB App membership card or any membership cards which are approved by the Company when receiving the services offered by the service program.



#### Article 10 Expiry of Membership

Notwithstanding the main clause of Article 4, paragraph 1 of the Seibu Prince Club Member Terms and Conditions, for the Service Program Members, the expiry date of the Seibu Prince Club membership shall be 31 December of the year (Japan time) in which the later date of two years after the date of the last use of the point program (the date when points are rewarded or spent) or the date of the last acquisition of medals as prescribed in Article 1, paragraph 1 of the Seibu Prince Club Terms and Conditions, falls.

#### Article 11 Loss of Membership

1. A Service Program Member will be disqualified from status in the event of any of the following events.
  - (1) If the Service Program Member has withdrawn his/her membership from the Seibu Prince Club;
  - (2) If the Service Program Member breaches the Special Terms or the Seibu Prince Club Member Terms and Conditions. The Seibu Prince Club membership of such Service Program Member will also be automatically cancelled;
  - (3) If the Service Program Member defames or disrupts the order of the Company or Seibu Prince Hotels & Resorts. The Seibu Prince Club membership of such Service Program Member will also be automatically cancelled.
2. For reasons other than those in the preceding paragraph, the Company can also suspend each status entitlement with written notice to the Service Program Member who has acquired the respective status.

#### Article 12 Termination of the service program, etc.

- (1) The Company may suspend for an extended period or terminate the provision of services under the service program by giving six months' notice to the Service Program Member.
- (2) The Company may suspend the provision of the service program without notice for operational reasons or due to the occurrence of a failure caused by a natural disaster or other emergency.

#### Article 13 Changes to the Special Terms, etc.

The Company may change, revise, or abolish the Special Terms (the "Changes"). The Changes of the Special Terms shall be notified prior to the effective date of the Changes by posting on the website or by other appropriate means the fact that the changes of the Special Terms are taking place, the content of the Terms after the change and the effective date thereof; after the effective date, the Terms after the Changes shall apply to the service program as the latest version of the Special Terms.

#### Article 14 Compensation for Damages

- (1) The Company shall not be liable for any suspension or termination of the service program as stipulated in Article 12 hereof, the Changes to the Special Terms as stipulated in Article 13 hereof or any other damage (financial damage and loss, mental distress, and other disadvantages) incidental to the provision of the service program.
- (2) The Company shall not be liable for any trouble that may arise between a Service Program Member and a Seibu Prince Club member store (the "Member Store") or a third party when a Service Program Member uses any Member Store.
- (3) The preceding two paragraphs do not apply in the event of willful misconduct or gross negligence of the Company.

#### Article 15 Court of Jurisdiction

The Tokyo District Court shall have exclusive jurisdiction in the first instance over any disputes relating to the service program and the Special Terms.

Revised 18th September, 2024