

Privacy Policy for FINAL FANTASY XIV × instax™ X Social Campaign

1. Scope of This Privacy Policy

1.1 Scope of Application

FUJIFILM Corporation (“FUJIFILM” or “we”) cares about your privacy. This Privacy Policy describes our commitment to the protection of data privacy and how we treat the personal data we receive from the your application for the FINAL FANTASY XIV × instax™ X Social Campaign (“Campaign”). This Privacy Policy applies to the collection, processing and use of personal data collected when applying this Campaign.

This Privacy Policy applies to FUJIFILM to the extent applicable related to the processing of data under the conditions defined herein.

1.2. Controller

The data controller in relation to any personal data that is collected through this Campaign is:

FUJIFILM Corporation

324, Uetake-cho 1-chome, Kita-ku, Saitama-shi, Saitama 331-9624, Japan

<https://global.fujifilm.com/all-regions>

Imaging Solutions Div.

For further information about FUJIFILM please access the following link:

http://www.fujifilm.com/about/profile/fact_sheet/

2. Collection and Management of Personal Data

2.1. Collection of Personal Data

When you apply for and participate in this Campaign, the Campaign establishes an internet connection and accesses the servers we use to provide the services. When you apply for this Campaign, FUJIFILM will process the following personal data:

- (a) “Profile Data”: The information of your X account information (account name, screen name, account ID, etc.);
- (b) “Technical Data”: technical information including your cookies;
- (c) “Inquiry Data”: information you may provide together with an inquiry.

2.2 Purpose of use of Personal data

We process, store and use your personal data for the following purposes:

(i) Profile Data and Inquiry Data

(a) “Performance Purpose”: for providing you with the services, features and functions of this Campaign or reinforce and perform what is established in the Terms of Use which is applicable to this Campaign; and

(b) “Inquiry Purpose”: for responding to your inquiries.

(ii) Technical Data

(a) “Performance Purpose”: for providing you with the services, features and functions of this Campaign or reinforce and perform what is established in the Terms of Use which is applicable to this Campaign;

(b) “Improvement Purpose”;

(c) “Statistic Purpose”: for creating statistical information to be used for market research and marketing purpose without identifying individuals.

The use of personal data provided by you shall be limited to the purposes above. However, we reserve the right to conduct additional processing to the extent permitted or required by relevant laws and regulations, or if we are authorized or required to use your personal data in support of any legal or criminal investigation.

We do not engage in automated decision-making in the context of the processing of personal data of this Campaign's applicants

We will delete your Profile Data and Inquiry Data within six months after the end of the campaign.

We will retain Technical Data as long as is necessary to achieve the purpose indicated above, usually for the duration of any contractual relationship and for any period thereafter as legally required or permitted by applicable law.

2.3 Data Sharing and Disclosure

We share your personal data when:

- (a) your consent is given in advance;
- (b) sharing your personal data with affiliated FUJIFILM companies or third-party companies including subcontractors processing on our behalf is necessary to provide you with our services regarding this Campaign;

The third party companies processing on our behalf: FUJIFILM Business Expert Corporation, Unique Vision Company, Japan, and Paldia.

The details of processing: Services related to this Campaign

- (c) we determine from your inquiry in relation to our products/services that it is appropriate for affiliated FUJIFILM companies or a distributor that is responsible for the relevant product or service category and region to respond to your inquiry;
- (d) our business is assigned or transferred either by operation in law or otherwise including mergers, consolidations and dissolution or transfer of operations;
- (e) disclosure of your personal data is required by applicable laws and regulations or if we are authorized or required to such disclosure in support of any criminal or other legal investigation or proceeding conducted by relevant authorities; or
- (f) there is an immediate need for disclosure to protect human life or human rights.

We will not disclose or supply, share or otherwise distribute your personal data to third parties except as described in this Privacy Policy.

2.4 International Data Transfer

We may transfer the personal data we collect to, and store such information in, other countries which may have different privacy or data protection laws than the country in which the information was collected. In such case, we will take appropriate measures to protect your personal data. However, we cannot guarantee that any overseas recipient will not breach applicable privacy laws. By submitting your personal information, you consent to this transfer and agree that we are not liable in this regard.

2.5 Data Security

FUJIFILM takes adequate technical and organizational security measures in order to protect your personal data from being misused and to prevent the loss of your information. Your personal data is saved in a secure operating environment that is not accessible to the public. For details, please refer to the Information Security Policy and the Information Security Report.

<https://holdings.fujifilm.com/ja/sustainability/vision/policy/security>

All personal data provided by you in the course of registration or use of personalized services will be transferred in encrypted form in order to prevent misuse of it by any third party.

2.6 Your rights relating to your personal data and contact information

You have (i) the right to access, correct or delete your personal data, to request for the disclosure of records related to provision to a third party, (ii) the right to restrict the processing of your personal data, and (iii) the right to object to processing as well as to data portability.

You may withdraw your consent on collection, use and processing of your personal data set forth in this Privacy Policy at any time with effect for the future. Please note that withdrawal of consent during the applicable campaign period may result in invalidation of any campaign application and forfeiture of right to any prize.

In case you have any questions or concerns about this Privacy Policy or wish to submit a data subject request or a complaint, please contact the following address:

FUJIFILM Corporation

Midtown West, 7-3, Akasaka 9-chome, Minato-ku, Tokyo 107-0052, Japan

or

For any inquiries please use the contact form available at the link below.

<https://global.fujifilm.com/all-regions>

All complaints and queries will be dealt with in a timely manner.

Depending on your location, you may also have the right to lodge a complaint with a competent supervisory authority in accordance with the applicable laws if you consider that the processing of personal data relating to you infringes the applicable laws. For this purpose, you may contact in particular the supervisory authority in the country of your habitual residence or the place of the alleged infringement.

3. Use of Webtools

This Campaign uses Google Analytics for Firebase (only when you choose area other than EU or EEA as the area you reside) and PostHog (only when you choose area EU or EEA as the area you reside), web analytics tools that use “Cookies” or similar technologies to collect and process Technical Data. On this Campaign, Google Analytics for Firebase and PostHog track and analyze usage and volume statistical information from you. Such service providers may set cookies on behalf of us. The statistical information collected by cookies are used to track and improve the effectiveness of the Application.

For more information collected by Google LLC when using Google Analytics for Firebase, please visit:

<https://support.google.com/firebase/answer/6318039?hl=en>

The information collected by Google LLC is handled in accordance with the Google Privacy Policy (<https://policies.google.com/privacy?hl=en>).

For details about PostHog, please visit:

<https://posthog.com/privacy>. As regards to the use of the PostHog, we execute a data processing agreement with PostHog to ensure that the data is processed by the service provider in accordance with our instructions.

4. Changes to the Privacy Policy

FUJIFILM reserves the right to change, amend, or update this Privacy Policy. If we do decide to change our Privacy Policy, we will post the revised Privacy Policy by updating this Campaign site.

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