

FINAL FANTASY XIV × instax™ X Social Campaign Privacy Notice

Last updated: [[2025.2.27]]

We, FUJIFILM Corporation, provide this Privacy Notice to describe how we collect, use, disclose and retain personal data that we collect from you during the FINAL FANTASY XIV × instax™ X Social Campaign (“**Campaign**”) and certain rights you may have under applicable privacy laws. If you are a resident of California or another state with state-specific data protection laws, please also see the supplemental Privacy Notice for California and other U.S. State Residents [here](#). For purposes of this Privacy Notice, “personal data” means information that uniquely identifies, relates to, describes, or is reasonably capable of being associated or linked to, you.

What Personal Data Do We Collect?

We may collect the following personal data when you apply to this Campaign:

- **Profile Data:** Information about your X account (account name, handle, display name, etc.);
- **Inquiry Data:** Any information that you voluntarily submit to us when you make an inquiry, submit a comment, or otherwise contact us; and
- **Automatically Collected Data:** technical information including such as information from cookies, web beacons, pixel tags and other tracking technologies.

From Whom Do We Collect Personal Data?

We collect personal data from the following sources:

- **Directly from You.** We collect personal data that you provide to us, for example, when you choose to submit information through this Campaign.
- **Third Parties.** In some cases, devices and products from third parties may connect to this Campaign, and third parties may send us information about the use of those devices, including usage data. We may also obtain information about you from service providers, analytics providers, social media companies, and other parties.
- **Through Tracking Technologies.** We may automatically collect information or inferences about you through tracking technologies such as cookies, web beacons, pixel tags and other tracking technologies.

How Do We Use Your Personal Data?

We use your personal data for the following purposes:

- To fulfill our obligations related to and provide you with the services, features, and functions of this Campaign;
- To respond to your inquiries and comments;
- To create statistical information that does not identify individuals, which we use for market research and marketing purposes;
- To the extent required for benchmarking, data analysis, audits, developing new products, facilitating product, software and applications development, improving this Campaign or our services, conducting research, analysis, studies or surveys, identifying usage trends, as well as for other analytics purposes;

- To comply with the law, our legal obligations and legal processes, such as warrants, subpoenas, court orders, and regulatory or law enforcement requests and to otherwise establish, defend, enforce or protect our legal rights and interests;
- To prevent, investigate, detect, and remediate against potential privacy and data security incidents, fraud, unauthorized access, contraventions of our contracts with applicants, situations involving potential threats to the rights or safety of any person or third party, or other unauthorized activities or misconduct; and
- To the extent necessary for any other lawful purpose for which the personal data is collected.

To Whom Do We Disclose Personal Data?

We only disclose your personal data in the following circumstances and in accordance with applicable laws:

- **With your Consent:** We may disclose your personal data to third parties for marketing purposes with your consent.
- **Within FUJIFILM and the FUJIFILM Group:** We are supported by a variety of global teams and functions situated in other organizations within the FUJIFILM Group. Personal data may be shared within and amongst the FUJIFILM Group if needed to provide services or fulfill product orders, for account administration, to facilitate sales and marketing, for customer and technical support, and to promote business and product development. Please click here <https://global.fujifilm.com/en/all-regions/> to see a list of FUJIFILM Group locations where we may process personal data.
- **Service Providers:** We may disclose your personal data to our vendors who process it on our behalf as necessary for us to provide you with our services during the Campaign.
- **Business Transactions:** We may disclose your personal data to third parties to support or give effect to any actual or contemplated merger, acquisition, asset sale or transfer, financing, bankruptcy or restructuring of all or part of our business.
- **Legal Process:** We may disclose your personal data to government agencies and third parties, including law enforcement agencies and dispute resolution bodies, where permitted or required by applicable laws, such as to comply with a court order, subpoena, summons or legal investigation.
- **Emergencies:** We may disclose your personal data to third parties where there is an immediate need for disclosure to protect human life or human rights.

How Long Do We Retain Personal Data?

We will retain your personal data for as long as necessary to fulfill the purposes for which it has been collected, as outlined in this Privacy Notice, or any longer retention period required by law. Criteria we will use to determine how long we will retain your personal data include whether we need your personal data to provide you with the products and services you have requested; we continue to have a relationship with you; you have requested information from us; we have a legal right or obligation to continue to retain your personal data; we have an obligation to a third party that involves your personal data; our retention or recordkeeping policies and obligations dictate that we retain your personal data; we have an interest in providing you with personal data about our products and services; or we have another business purpose for retaining your personal data.

How Do We Protect Your Personal Data?

We take the security of personal data we collect and retain seriously. We are committed to safeguarding it protecting against unauthorized access to, or use of, our information assets and any other anticipated or hazards to

the security and integrity of such assets. Measures we take to safeguard personal data include appropriate policies and procedures to address risk management, appropriate restrictions on access to personal data, monitoring and physical measures for the secure storage and transfer of personal data, training for employees and contractors with access to personal data, and vendor risk management requiring contractual obligations to protect any personal data with which they are entrusted in accordance with our security policies and procedures.

What Rights Do You Have?

Depending on where you are located, and subject to certain exceptions, you may have rights to access, correct, or delete your personal data, know certain details about how we process your personal data, obtain a copy of your personal data in portable form, opt out of the sale of your personal data, or restrict or object to certain activities in which we engage with respect to your personal data. To submit a request to exercise your privacy rights, please contact us using the contact details at the end of this Privacy Notice.

We may request additional information from you to verify your identity and complete your request. If we deny your request, we will explain why. You may have the right to appeal our denial, which you may exercise by responding to the message we send to you communicating our denial stating that you appeal our decision. In these cases, we will reconsider your request and then notify you of our decision.

Use of Google Analytics

We may use Google Analytics to collect and process information about your use of the Platforms. Google uses this information to provide us with reports that we use to better understand and measure how users interact with our Platforms. To learn more about how Google uses data, visit [Google's Privacy Policy](#) and Google's page on "[How Google uses data when you use our partners' sites or apps.](#)" You may download the [Google Analytics Opt-out Browser Add-on](#) for each web browser you use, but this does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit [Google Analytics Cookie Usage on Websites](#).

Children's Personal Data

We do not knowingly collect or solicit personal data from children under the age of 16. We encourage parents and guardians to take an active role in their children's online activities and interests. In the event that we learn that we have collected personal data from a child under the age of 16, we will take steps to delete that information. If you are a parent or legal guardian and think your child has given us their personal data, you may contact us via one of the methods in the "Contact Us" section below.

Changes to this Privacy Notice.

Please note that we may modify or update this Privacy Notice from time to time, so please review it periodically. We may provide you with an updated Privacy Notice if material changes are made. Unless otherwise indicated, any changes to this Privacy Notice will apply immediately upon posting to this Campaign.

Contact Us

If you have any questions or comments regarding our privacy practices or wish to submit a request to exercise your privacy rights, you can email us at privacy@fujifilm.com or please use the contact form available at the link below.

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

Or you may send us a letter at

FUJIFILM Corporation

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

FINAL FANTASY XIV × instax™ X Social Campaign Supplemental Privacy Notice for California and other U.S. State Residents

Last updated: 2025.2.27

In addition to our general [FINAL FANTASY XIV × instax™ X Social Campaign Privacy Notice](#), we, FUJIFILM Corporation, issue this Supplemental Privacy Notice for California and other U.S. State Residents ("**Supplemental State Privacy Notice**") to provide information about how we collect, use, disclose and otherwise process the personal information of California, Virginia, Colorado, Utah, Iowa, and Connecticut residents who participate in the FINAL FANTASY XIV × instax™ X Social Campaign ("**Campaign**") and rights that those residents may have under applicable state law.

1. Our Personal Information Handling Practices over the Preceding 12 Months

This section sets out how we have collected, used, and disclosed personal information about applicants of this Campaign over the preceding 12 months.

We collect personal information and use personal information from the sources and for the purposes set forth in the [FINAL FANTASY XIV × instax™ X Social Campaign Privacy Notice](#).

We do not sell personal information. We do not sell consumer personal information, and do not use or disclose personal information for purposes other than to provide requested products or services. We retain personal information as set forth in the [FINAL FANTASY XIV × instax™ X Social Campaign Privacy Notice](#). The categories below are defined by California law. We do not necessarily collect all information listed in a particular category, nor do we collect all categories of information for all individuals. We may disclose personal information as set forth below:

Category of personal information	Categories of Recipients to Whom We Disclose Personal Information for a Business or Commercial Purpose
<p>Identifiers, such as a real name, alias, postal address, unique personal identifier, online identifier internet protocol address, email address, account name, or other similar identifiers.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Service providers • Business partners • Third parties for legal, security, and safety purposes • Third parties in connection with a corporate transaction • Other entities to which you have consented to the disclosure
<p>Personal information, as defined in the California customer records law, such as that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited to, your name, address, telephone number, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Service providers • Business partners • Third parties for legal, security, and safety purposes • Third parties in connection with a corporate transaction • Other entities to which you have consented to the disclosure

Category of personal information	Categories of Recipients to Whom We Disclose Personal Information for a Business or Commercial Purpose
<p>Commercial Information, such as records of personal property, products or services purchased, obtained, or considered, payment information and transaction history, and other purchasing or consuming histories or tendencies.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Service providers • Business partners • Third parties for legal, security, and safety purposes • Third parties in connection with a corporate transaction • Other entities to which you have consented to the disclosure
<p>Internet or Other Electronic Network Activity Information, such as browsing history and type, operating system, page views, traffic to and from platforms or sites, search history, information on a consumer’s interaction with platforms or sites.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Service providers • Business partners • Third parties for legal, security, and safety purposes • Third parties in connection with a corporate transaction • Other entities to which you have consented to the disclosure
<p>Sensitive personal information, such as geolocation data.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Service providers • Business partners • Third parties for legal, security, and safety purposes • Third parties in connection with a corporate transaction • Other entities to which you have consented to the disclosure
<p>Audio, Video and other Electronic Data, such as photos and images, and related image data.</p>	<ul style="list-style-type: none"> • Affiliates and subsidiaries • Service providers • Business partners • Third parties for legal, security, and safety purposes • Third parties in connection with a corporate transaction • Other entities to which you have consented to the disclosure

We retain personal data based upon a classification scheme consisting of business functions and process areas, and the classification and types of data and records. We retain personal data for as long as we reasonably require it for business and legal purposes. In determining data retention periods, we consider contractual and legal obligations, and the expectations and requirements of customers, vendors, suppliers and others who share their personal data with us. When we no longer need personal data, we securely delete or destroy it.

We will not collect additional categories of personal information for materially different, unrelated, or incompatible purposes without providing notice to the consumer, unless required or permitted by applicable laws.

2. Your Rights Under Applicable Law

Subject to certain exceptions, and depending on your residency, you may be entitled to the following rights, including:

- The **right to know/access** what personal information we have collected about you.
- The **right to delete** personal information that we have collected from you, subject to certain exceptions.
- The **right to correct** inaccurate personal information that we maintain about you.
- The **right to opt-out of the sale or the sharing** of your personal information by us.
- The **right not to be discriminated against** for the exercise of privacy rights conferred by the applicable law.
- The **right to appeal** if you are not satisfied with the resolution of a rights request.

3. How to Exercise Your Rights

- **Methods of Submission and Instructions:** To submit a request, you may: complete and electronically submit the form found [here](#), calling FUJIFILM toll free at (844) 901-2001, or sending an email to FUJIFILM at HLUS-dataprivacy@fujifilm.com
- **Verification:** Only you, or someone legally authorized to act on your behalf, may make a request related to your personal information. You may designate an authorized agent by taking the steps outlined under "Authorized Agent" further below. In your request or in response to us seeking additional information, you, or your authorized agent, must provide sufficient information to allow us to reasonably verify that you are, in fact, the person whose personal information was collected which will depend on your prior interactions with us and the sensitivity of the personal information being requested. We may ask you for information to verify your identity and, if you do not provide enough information for us to reasonably verify your identity, we will not be able to fulfill your request. We will only use the personal information you provide to us in a request for the purposes of verifying your identity and to fulfill your request.
- **Authorized Agents:** If you are an authorized agent making a request on behalf of another person, we will also need to verify your identity, which may require proof of your written authorization or evidence of a power of attorney.

4. Contact Us

If you have questions or concerns about our privacy policies or practices, please fill out our online form [here](#) calling FUJIFILM toll free at (844) 901-2001, or sending an email to FUJIFILM at HLUS-dataprivacy@fujifilm.com