

Privacy Policy

Privacy Policy

SERIKA TOURISM Co., Ltd. (the "Company") recognizes that the proper handling of personal information is an important responsibility in connection with its travel business, travel consultation, travel arrangements, planning and sale of cultural and tourism content, and other services provided by the Company.

The Company complies with the Act on the Protection of Personal Information of Japan and other applicable laws, regulations, guidelines, and standards, and endeavors to acquire, use, manage, and protect personal information appropriately in accordance with this Privacy Policy.

1. Business Operator Information

Company Name: SERIKA TOURISM Co., Ltd.

Address: 4-20-4 Kitazawa, Setagaya-ku, Tokyo 155-0031, Japan

Representative: Chinatsu Jingu

Travel Agency Registration Number: Tokyo Governor Registered Travel Agency No. 2-8691

2. Acquisition of Personal Information

The Company acquires personal information by lawful and fair means, to the extent necessary for its business operations.

The personal information acquired by the Company may include the following:

1. Name, address, date of birth, gender, nationality, occupation, affiliation, and similar information;
2. Telephone number, email address, social media account, and other contact information;
3. Passport number, passport information, visa and immigration-related information;
4. Travel itinerary, destination, accommodation, transportation, companions, emergency contact information, and other information necessary for travel arrangements;
5. Food allergies, health conditions, physical considerations, religious or cultural considerations, and other information necessary for the safe and smooth provision of travel services;
6. Payment information, billing information, and information necessary for issuing receipts;
7. Information relating to inquiries, questionnaires, consultations, complaints, accident response, and similar matters;
8. Website browsing history, IP address, device information, access logs, and similar information.

Information that may fall under sensitive personal information, such as health conditions, food allergies, or religious considerations, will in principle be acquired with the consent of the individual, except where permitted by law.

3. Purposes of Use

The Company uses acquired personal information within the scope of the following purposes:

1. Travel consultation, quotations, applications, reservations, arrangements, contracts, changes, cancellations, and settlement;
2. Communication and arrangements with transportation providers, accommodation facilities, restaurants, tourism facilities, guides, interpreters, tour conductors, local arrangement companies, insurance companies, and other travel service providers;
3. Safety management during travel, emergency response, and response to accidents, illness, disasters, or other troubles;
4. Procedures relating to visas, immigration, insurance, permits, and filings;
5. Responding to customer inquiries, consultations, requests, and complaints;

6. Billing, payment, receipt issuance, accounting, tax processing, and other administrative procedures;
7. Providing information on the Company's services, travel products, events, seminars, and campaigns;
8. Questionnaires, customer satisfaction surveys, service improvement, product development, and marketing analysis;
9. Operation of the Company's website, improvement of convenience, prevention of unauthorized use, and security;
10. Communication, coordination, operation, and quality control with business partners, planning collaborators, supervisors, content providers, local operation partners, and other related parties;
11. Responding to requests from laws, administrative agencies, courts, police, or other public authorities;
12. Other operations incidental to the above purposes.

The Company will not use personal information beyond the scope of the above purposes without the prior consent of the individual, except where permitted by law.

4. Provision of Personal Information to Third Parties

The Company will not provide personal information to third parties without the prior consent of the individual, except in the following cases:

1. Where required by law;
2. Where necessary to protect the life, body, or property of a person and it is difficult to obtain the individual's consent;
3. Where particularly necessary for improving public health or promoting the sound growth of children and it is difficult to obtain the individual's consent;
4. Where it is necessary to cooperate with a national or local government agency, or a person entrusted by such agency, in performing affairs prescribed by law, and obtaining consent may impede the performance of such affairs;
5. Where personal information is provided, to the extent necessary for the provision of travel services, to transportation providers, accommodation facilities, restaurants, tourism facilities, guides, interpreters, tour conductors, local arrangement companies, insurance companies, payment service providers, and other related parties;
6. Where personal information is provided, to the extent necessary for the planning, arrangement, and operation of travel services, cultural and tourism content, inspections, training programs, events, and similar services, to business partners, planning collaborators, supervisors, content providers, local operation partners, and other related parties;
7. Where personal information is provided in connection with a merger, company split, business transfer, or other business succession.

Due to the nature of travel services, the Company may provide customer personal information to airlines, railway companies, bus companies, taxi companies, accommodation facilities, restaurants, tourism facilities, guides, interpreters, tour conductors, insurance companies, visa agencies, payment service providers, business partners, planning collaborators, supervisors, content providers, local operation partners, and other travel-related parties, to the extent necessary for reservations, arrangements, safety management, emergency response, and program operation.

5. Provision to Third Parties Located Outside Japan

When arranging overseas travel, overseas inspections, overseas training programs, or international cultural and tourism programs, the Company may provide customer personal information to transportation providers, accommodation facilities, local arrangement companies, guides, interpreters, insurance companies, visa-related agencies, and other travel service providers located outside Japan.

In such cases, the Company will take appropriate measures, including providing necessary information and obtaining consent, in accordance with the Act on the Protection of Personal Information and other applicable laws.

If the destination country or specific recipient has not been determined at the time of application or commencement of arrangements, the Company will explain, to the extent possible, the country or region of the recipient, the type of recipient, the purpose of provision, and other necessary matters based on the travel details, destination, itinerary, and other relevant information, and will obtain the necessary consent.

6. Outsourcing of Personal Information Handling

The Company may outsource the handling of personal information to external service providers to the extent necessary to achieve the purposes of use.

Outsourcing recipients may include travel arrangement contractors, business partners, planning collaborators, supervisors, content providers, local operation partners, system management companies, website management companies, cloud service providers, payment processing companies, accounting and tax service providers, printing, shipping, translation, interpretation, and administrative service providers, and other contractors necessary for the provision of the Company's services.

The Company will exercise necessary and appropriate supervision over outsourcing recipients to ensure the secure management of personal information.

7. Joint Use

At present, the Company does not jointly use customers' personal information with any specified third party in a manner that constitutes joint use under applicable law.

However, the Company may provide personal information to business partners, planning collaborators, supervisors, content providers, local operation partners, and other related parties to the extent necessary for the provision, joint planning, business collaboration, arrangement, and operation of travel services.

If the Company jointly uses personal information in the future in a manner that constitutes joint use under applicable law, the Company will publish or notify in advance the items of personal information jointly used, the scope of joint users, the purposes of use, the party responsible for management, and other matters required by law.

8. Security Control Measures

The Company takes necessary and appropriate security control measures to prevent leakage, loss, damage, unauthorized access, and unauthorized use of personal information.

The Company provides necessary education and supervision to officers, employees, and contractors who handle personal information and endeavors to manage personal information appropriately.

9. Use of Cookies and Similar Technologies

The Company's website may use cookies and similar technologies to improve convenience, ensure security, and prevent unauthorized use.

Customers may refuse cookies through browser settings. However, certain functions of the Company's website may not be available if cookies are disabled.

10. Access Analytics Tools

At present, the Company does not use Google Analytics or other external access analytics tools on its website.

If the Company uses Google Analytics or other external access analytics tools in the future, the Company will publish the name of the tool, provider, information acquired, purposes of use, opt-out method, and other necessary matters on its website or by other appropriate means.

11. Disclosure, Correction, Suspension of Use, etc.

Customers may request notification of the purpose of use, disclosure, correction, addition, deletion, suspension of use, erasure, or suspension of third-party provision of their personal information held by the Company, in accordance with applicable law.

Please contact the inquiry desk below if you wish to make such a request.

The Company will verify the identity of the requester and respond within a reasonable period and scope in accordance with applicable law.

12. Retention Period

The Company retains personal information to the extent necessary to achieve the purposes of use and, when retention is no longer necessary, deletes or anonymizes such information by an appropriate method, except where retention is required by law.

The Company may retain personal information for a certain period for travel contracts, accounting, tax, accident response, complaint handling, legal compliance, and similar purposes.

13. Personal Information of Minors

When a minor uses the Company's services, the Company may, as necessary, confirm the consent of a parent or other legal representative.

14. Inquiry Desk for Personal Information

Company Name: SERIKA TOURISM Co., Ltd.

Address: 4-20-4 Kitazawa, Setagaya-ku, Tokyo 155-0031, Japan

Representative: Chinatsu Jingu

Personal Information Inquiry Desk: SERIKA TOURISM Co., Ltd. Personal Information Inquiry Desk

Email: info@serika-tourism.com

15. Changes to this Privacy Policy

The Company may change this Privacy Policy as necessary due to amendments to laws, changes in business operations, changes in services, or other reasons.

The revised Privacy Policy will take effect when posted on the Company's website. If consent is required by law for any change, the Company will obtain consent by the method prescribed by the Company.

16. Date of Establishment and Revision

Established: May 21, 2026

Revised: May 21, 2026

SERIKA TOURISM Co., Ltd.

Representative Director: Chinatsu Jingu