

## Purposes of Use of Personal Information

1. The purposes of use of personal information received from individuals (via our website, etc.) when they make an application for prize competitions (such as prize- or giveaway-winning, participation in a TV program, campaign) regarding TV programs and other business-related events are as follows:
  - Select in drawing winners of a prize or giveaway, and have it delivered to them;
  - Accept a participation in a TV program;
  - Conduct a survey on information about viewers, etc.;
  - Offer a reward to respondents of a survey conducted;
  - Provide information about a campaign, or event of the same kind; and
  - As reference for production of a TV program.
  
2. The purposes of use of personal information received from individuals when they register themselves to various membership services organized on a website, etc. are as follows:
  - Confirm their registration to various membership services, and provide various services, including an email magazine;
  - Conduct various surveys, etc.;
  - Offer a reward to respondents of a survey conducted;
  - Receive opinions and requests for TV programs or the company; and
  - Conduct a survey on information about viewers, etc.
  
3. The purposes of use of personal information received from individuals when they make an application for or participate in a business-related event are as follows:
  - Confirm their application for the business-related event, and have an admission ticket, etc. delivered to them;
  - Send information regarding upcoming business-related events;
  - Conduct various surveys on the business-related event; and
  - Offer a reward to respondents of a survey conducted;
  
4. The purposes of use of personal information of viewers when they make a request or inquiry for a TV program are as follows:
  - As reference for production of a TV program;
  - Contact a viewer for their comments, etc.; and
  - Compile various statistical data.
  
5. The purposes of use of personal information received from individuals when they purchase products or services by mail order or other shopping methods are as follows:
  - Send products or offer services they purchase;
  - Collect payment for products or services they purchase;
  - Send introduction or information regarding new products or services (including via DMs, emails); and
  - Ask to fill in a questionnaire regarding mail-order and shopping services.

End