

Cookie and similar technologies policy

TCVB uses cookies, local storage and other cookie-like technologies (collectively, “cookies, etc.”) on the website (<https://abouttokyo.jp/>) (the “Service”). By using the Service, the user agrees to the use of cookies, etc.

This page explains what cookies, etc. are, how cookies, etc. are used, how they may be used in the Service by third parties who may be affiliated with TCVB, options regarding cookies, etc., and detailed information regarding cookies, etc. Please note that this policy on cookies, etc. is subject to change at any time.

What are cookies, etc.?

Cookies, etc., are files that allow a website to store a user’s behavior and preferences (e.g., login, language, font size, and other display preferences) for a specified period of time for use when the user accesses the site again. The cookies, etc. are sent to the user’s website from the website visited by the user. This eliminates the need to re-enter information when the user revisits the site or navigates from one page to another.

Cookie files are stored in the user’s web browser to recognize the Service or third-party user information to facilitate the user’s next visit or to enhance the user’s convenience during the next visit.

Cookies include persistent cookies and session (temporary) cookies. When you go offline, the persistent cookies remain on your computer or mobile device. Session cookies, on the other hand, are deleted when the web browser is closed.

Local storage files are stored on the user’s device and have a permanent retention period, so the data can be retained semi-permanently.

How to use cookies, etc.

Use of the Service may result in the creation of multiple cookies, etc. in your web browser or local browser. By using these cookies, etc. to track information on the use of the Service, TCVB can measure the effectiveness of the website, analyze how users are using the Service, and make improvements. By using cookies, etc., TCVB can also measure the number of times content is displayed, the number of times advertisements are displayed, and the number of clicks, thereby providing information tailored to the needs of each user.

Even when cookies, etc. are used, the server cannot identify the user’s name, e-mail address, or other information about the user’s computer.

TCVB may share information on cookies, etc. with designated third parties, including advertisers, data controllers and information technology companies.

Use of cookies, etc. by third parties

In addition to its own cookies, etc., TCVB collects information about how users utilize its site and provides this information to its social media partners, advertising distribution partners, and data analysis partners, including Google. Each partner may use this information in conjunction with any other information users have provided to the respective partner, or any other information collected when users use the respective partner's services.

In terms of the use of third-party cookies, etc., TCVB uses, for example, Google Analytics to measure website traffic and to analyze the content of TCVB's website viewed by users. We also use the information to conduct market research and to improve the functionality or content of our website.

Partners may include those located outside the European Economic Area (EEA) (including countries or regions whose privacy laws differ from or are less protective than the standards of EEA countries). The data protection laws of these countries may differ from those of the country in which the user is residing and may not grant many of the rights guaranteed to the user within the EEA. TCVB will ensure that adequate measures are taken to protect users' cookies, etc. by implementing general contractual provisions based on the EU General Data Protection Regulation and other regulations.

Disabling cookies, etc.

Users can also disable the use of these cookies, etc. by configuring their browsers. However, even if cookies, etc. are disabled, existing cookies, etc. in the browser will not be deleted, so users will need to delete them separately in their own browsers. For information on how to delete them, see your web browser's help page.

Please note that if you delete cookies, etc. or refuse to receive cookies, etc., you may not be able to use all functions provided by TCVB, you may not be able to save the information you have set, and you may not be able to view some pages accurately.

Disabling cookies

If you use Chrome, please see this page from Google.:

<https://support.google.com/accounts/answer/32050?hl=en>

If you use Microsoft Edge, please see this page from Microsoft :

<https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>

If you use Internet Explorer, please see this page from Microsoft.:

<https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc>

If you use Firefox, please see this page from Mozilla.:

<https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=ja>

If you use Safari, please see this page from Apple.:

<https://support.apple.com/en-us/HT201265>

Disabling local storage

If you use Firefox, please see this page.: <https://support.mozilla.org/en-US/kb/storage>

If you use one of the following browsers, disabling cookies will also disable local storage.

- Chrome
- Safari

For other web browsers, please visit your web browser's official website.

Users may file complaints with the data protection authority located in their respective places of residence.

Where to find more information about cookies, etc.

More information about cookies, etc., can be found at the following third-party websites.

Cookie	Purpose	Reference
Google Analytics	Traffic Analysis	(1) Security and privacy in Universal Analytics https://support.google.com/analytics/answer/2838718?hl=en (2) Google Analytics Opt-out Browser Add-on https://tools.google.com/dlpage/gaoptout?hl=en
Google Maps/Google Earth	geo-location services	(1) Privacy Policy https://policies.google.com/privacy?hl=en (2) Google Maps Platform Terms of Service https://www.google.com/help/terms_maps/?hl=en

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