

## UNIQLO PRIVACY POLICY

Uniqlo is committed to respecting the privacy rights of entrants including the winners of Uniqlo's UTGP2025 [<https://www.uniqlo.com/utgp/2025>](the "**Website**"). This privacy policy ("**Policy**") explains how we collect, store and use your personal data when you browse the Website, enter the UTGP2025 contest ("**Contest**") or otherwise provide your personal data to us. These terms will apply regardless of how the Website is accessed and will cover any technologies or devices by which we make the Website available to you.

This Policy provides you with details about the types of personal data that we collect from you, how we use your personal data and the rights you must control our use of your personal data.

You must read this Policy carefully and we recommend that you print and retain a copy for your future reference. By browsing or otherwise using this Website, you have read, understood and agree with this Policy.

When we say "Uniqlo", "us", "our" or "we" in this Policy, we are referring to UNIQLO CO., LTD., a company incorporated under the Laws of Japan, whose registered office is located 10717-1, Sayama, Yamaguchi-city, Yamaguchi, Japan.

For the purposes of the General Data Protection Regulation (Regulation (EU) 2016/679, the "**GDPR**"), UNIQLO CO., LTD. is the "*data controller*" (as defined in the GDPR) of the personal data, when it determines the purposes and means of the processing of personal data.

In addition, under the GDPR:

- '*personal data*' means any information relating to you and that identifies you, directly or indirectly;
- '*processing*' means any operation or set of operations which is performed on personal data or on sets of personal data.

Where the entrant is a resident of Australia:

1. the entrant and Uniqlo agrees to also be bound by Uniqlo Australia's privacy policy which is available via [https://faq-au.uniqlo.com/articles/en\\_US/FAQ/Our-Privacy-Policy](https://faq-au.uniqlo.com/articles/en_US/FAQ/Our-Privacy-Policy) ("UQAU Privacy Policy"); and
2. to the extent of any inconsistencies, the UQAU Privacy Policy will prevail.

Where the entrant is a resident of California:

1. the entrant and Uniqlo agrees to also be bound by Uniqlo USA's privacy policy which is available via [https://faq-us.uniqlo.com/pkb\\_Home\\_UQ\\_US?l=en\\_US&c=category\\_uq\\_us%3AUQ\\_C6\\_3](https://faq-us.uniqlo.com/pkb_Home_UQ_US?l=en_US&c=category_uq_us%3AUQ_C6_3) ("UQUS Privacy Policy"); and
2. to the extent of any inconsistencies, the UQUS Privacy Policy will prevail.

## **NAME OF BUSINESS OPERATOR HANDLING PERSONAL DATA**

Business Operator: UNIQLO CO., LTD.

<https://www.uniqlo.com/jp/ja/information/corp-about>

## **WHICH CATEGORIES OF PERSONAL DATA DO WE COLLECT FROM YOU AND FOR WHICH PURPOSES?**

We collect personal data, either directly from you through forms on our Website, or indirectly when you otherwise interact with us.

When we collect personal data through forms, fields marked with an asterisk (e.g. name, email address) are mandatory. Indeed, some of the personal data we request from you are either necessary for us to perform a contract between you and Uniqlo, or to provide you with a service you have asked for, or to comply with legal requirements. If you do not provide the personal data marked with an asterisk, this may affect the services and goods that we can provide.

### We collect and process personal data for the following purposes:

- From entrants, we may collect personal data such as your name (for a minor, the name of your parent(s) or guardian) and age for the purpose of management of entries and assess eligibilities to the Contest, and e-mail address and telephone number for the purpose of contacting with entrants;
- In addition to the above, from prize winners, we may collect personal data such as your address and bank account for the purpose of sending prizes to prize winners, and face picture and simple profile for the purpose of publicizing the prize winners; or
- Prize winners' personal data may be used for marketing purposes only if the prize winners have given their specific consent.

### Legal basis for processing your personal data is as follows:

- Processing of data relating to management of your entries are either based on your specific consent (e.g. when you enter the UTGP2025 Contest from the Website), or based on our legitimate interests (to assess eligibility of the entrants); or
- When you are selected as winners or nominated as winner candidates, processing of your data is based on the performance of a contract between you and Uniqlo (to allow you to participate in the selection process and/or to win and receive your prize).

## **WHO MAY ACCESS YOUR PERSONAL DATA?**

We will treat all your personal data as confidential. As information about our entrants is important and protecting your privacy is essential to us, we will not share your personal data with any third parties other than for the limited reasons specified below.

We will only disclose data to:

- any companies within our Group (“Group” means our parent company, Fast Retailing Co., LTD., and its affiliates within and outside Japan),
- Suppliers we engage to process data on our behalf,
- Government bodies and law enforcement agencies to comply with legal obligations or protect some rights,
- Successors in title to our business (in the case of a transfer of assets or if we sell all or part of our business).

All personal data obtained by us from entrants may be used by us jointly with our parent company or other entities within our Group, within the scope necessary to achieve the purposes of use stated in “WHICH CATEGORIES OF PERSONAL DATA DO WE COLLECT FROM YOU AND FOR WHICH PURPOSES? “. In these situations, we will bear responsibility for the management of any shared use of personal data. Our parent company or other entities within our Group to which personal data is shared will follow practices at least as protective as those described in this Policy.

We share personal data on a limited basis with trusted suppliers we use to perform operations on our behalf. These suppliers can assist us by providing us our Internet platform, providing marketing assistance, delivering our products to you, providing service or helping us to prevent fraud. We only provide them with personal data that is necessary for the performance of their services and we ask them to commit to use your personal data only for specific listed purposes. We will always use our best efforts to make sure that these third parties will keep your personal data secure and confidential.

We release account information and other personal data when we believe such release is necessary to comply with the law; enforce or apply our Policy; or protect the rights, property or safety of the Website, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. However, this does not include selling, renting, sharing, or otherwise disclosing personal data for commercial purposes in violation of the commitments set forth in this Policy.

## **WHERE WE STORE YOUR PERSONAL DATA?**

Internet is used in a global environment and using it to collect and process personal data involves the transmission of data on an international basis. The data that we collect from you may be transferred to, accessed in and stored at, destinations outside the country or region where you reside, including, but not limited to Japan or any other countries or regions outside the European Economic Area ("EEA") where Uniqlo is operating. However, these data will always be held securely and in line with the requirements of any applicable regulations regarding data protection.

It may also be processed by third parties operating in Japan or any other countries, working for us or for one of our suppliers. Such third parties may be engaged for, among other reasons, managing the Website or the provision of support services.

Where we transfer personal data to third parties outside the EEA, we ask them to provide sufficient guarantees to implement appropriate technical and organizational measures in such a manner that processing will meet the requirements of the EU regulation and ensure the protection of your rights as data subject. When necessary, we rely on the Commission Adequacy decision or we may ask them to enter into contracts based on the template adopted by the European Commission according to Article 46.2 of the GDPR (adequacy decision and model clauses adopted by the EU Commission are available via this [page](#)).

#### **HOW LONG DO WE KEEP YOUR PERSONAL DATA?**

We will keep your personal data for as long as we need it to achieve the purpose for which it has been collected or to meet our legal obligations. We keep the data relating to the Contest for the duration required to manage such competition, which is no more than two (2) years or for as long as such retention is required or authorized by applicable law.

We might keep some personal data for a longer period to comply with legal or regulatory obligations or to protect our legitimate business interests (e.g. to bring a claim before the Court).

#### **YOUR RIGHTS ON YOUR PERSONAL DATA**

You have the following rights at any time:

- The right to request access to personal data that we hold about you;
- The right to request us to rectify any of your personal data that is inaccurate, out of date or incomplete;
- The right to request erasure ('right to be forgotten') of personal data if these data are no longer necessary in relation to the purposes for which they were collected or otherwise processed or if you

withdraw your consent (we might have to keep some personal data to meet legal requirements or legitimate interests though);

- The right to restrict the processing of personal data where one of the following applies:
  - If you have contested the accuracy of your personal data, processing shall be restricted for a period enabling us to verify such accuracy,
  - When processing is unlawful and you oppose the erasure of your personal data and request the restriction of their use instead,
  - If we no longer need the personal data for the purposes of the processing but they are required by you to establish, exercise or defend your legal claims,
  - When you have objected to processing based on legitimate interests, processing shall be restricted for a period enabling the verification of whether our legitimate grounds override yours.
- The right to object, on grounds relating to your particular situation, where processing of your personal data is based on our legitimate interests. You also have the right to object at any time to processing for direct marketing purposes (including profiling to the extent that it relates to such direct marketing);
- The right to data portability, meaning you have the right to receive the personal data we hold about you in a structured, commonly used and machine-readable format and you have the right to transmit those data to another controller where the processing is based on your consent or on a contract and is carried out by automated means. You have also the right to have your personal data transmitted directly from us to another controller where technically feasible;
- The right not to be subject to a decision based solely on automated processing including profiling, which produces legal effects concerning you or has similarly significant effects on you (unless if this decision is necessary for entering into, or performance of, a contract between you and Uniqlo or is based on your explicit consent); and
- The right to lodge a complaint with a supervisory authority if you have reasons to believe that your rights on your personal data are infringed by Uniqlo.

Note that we may ask you additional information necessary to confirm your identity to exercise your rights.

## **INQUIRIES REGARDING DISCLOSURE OF PERSONAL DATA USED, PURPOSE OF USE, CORRECTION, DELETION AND/OR TERMINATION OF USE OF PERSONAL DATA**

Upon receipt of a request for disclosure of personal data used, purpose of use, correction, deletion and/or termination of use of personal data, we will promptly respond to such requests after confirming, in accordance with our prescribed procedures, that the person making the request is the owner of the applicable personal data. If you have any questions regarding this Policy or if you wish to exercise your rights, please contact the contact point on our website.

## **PERSONAL DATA MANAGEMENT AND PROTECTIONS**

We have implemented the following measures to prevent unauthorized access, disclosures, loss, modifications and to manage Personal data safely.

### **(1) Organizational safety measures**

Appointment of an individual responsible for the handling of personal data

Creation of regulations regarding the handling of personal data

Identification of the employees handling and manner in which personal data is being handled

Creation of procedures relating to the reporting of situations in which there is a concern that unauthorized access or disclosure has occurred, and subsequent action

### **(2) Individual safety measures**

Creation of confidentiality regulations regarding the handling of personal data

Training of employees and executives regarding the handling of personal data

### **(3) Physical safety measures**

Tracking entry/exit information into areas in which personal data is handled

Creating protections to prevent the theft or loss of electronic or document records of personal data

### **(4) Technological safety measures**

Creating access restrictions to personal data, and management of authority required to access personal data

Creating measures designed to prevent unauthorized access into information systems using personal data, and protect against malevolent software

In addition, to prevent the unauthorized disclosure, loss, or modification of personal data, when subcontracting the handling of personal data, we shall only select subcontractors who have implemented appropriate

safeguards required under applicable laws and other issuances of relevant government agencies, and shall include provisions in all relevant contracts relating to the appropriate management of personal data, non-disclosure, conditions for sub-contracting, and other terms relating to the handling of personal data. In addition, we shall make sure to understand how subcontractors handle personal data, and manage them appropriately. In addition, when a subcontractor is located outside of Japan, we shall understand the relevant laws and regulations, and safely manage personal data in an appropriate manner.

## **SECURITY**

We are committed to offering our entrants a safe and secure environment. Whilst we take appropriate measures to safeguard the personal data that you provide to us, no transmission over the Internet can ever be guaranteed secure. Consequently, please note that we cannot guarantee the security of any personal data that you transfer over the Internet to us.

- If you are using a computer or terminal in a public location, we recommend that you always log out and close the Website browser when you complete an online session for your security.

## **CHILDREN**

We do not and will not knowingly collect information from any unsupervised person who shall be considered as a minor under the law of the entrant's country of residence. For the processing of the personal data of a child who shall be considered as a minor under the law of the entrant's country of residence, the consent of the holder of parental responsibility is necessary. We shall make reasonable efforts to verify in such a case that consent is given or authorized that way, taking into consideration available technology. You represent and warrant that you are not a minor under the law of your country of residence and that you are legally capable and have the right to bind yourself to this Policy. If you do not meet those conditions but still access or use the Website, you represent and warrant that your act of signing up, accessing or conducting other activities within the Website have been approved by your parents, guardians or custodian.

## **FALSE E-MAILS**

We will never ask you to confirm any account or credit card details via e-mail. If you receive an e-mail claiming to be from Uniqlo asking you to do so, please ignore it and do not respond.

## **CHANGES TO OUR PRIVACY POLICY**

Our business is constantly changing, and our Policy may also change. You should check our Website frequently to view recent changes. Any changes to the Policy will be posted on the Website and the date at the bottom of this Policy will be amended to reflect when it was last revised.

### **Language**

The official language of this Policy is Japanese. Translations in other languages of the Policy are for reference purpose only. Should there be any discrepancy between the translations in other languages and the Japanese original, the interpretation of the Japanese original version shall prevail and apply.

### **CONTACT**

If you have any questions or concerns relating to this Policy or any other privacy related questions or if you would like to exercise any of your rights above described, please contact us at [utgp2025@uniglo.co.jp](mailto:utgp2025@uniglo.co.jp).

If you wish to contact our Data Protection Officer, please contact him at: [dpo\\_eu@fastretailing.com](mailto:dpo_eu@fastretailing.com)

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UNIQLO CO., LTD.