

This Privacy Policy is intended for use when reserving and using rental cars in Japan. Please check the Privacy Policy applicable in each country from the Uqey app.

TOKAI RIKA CO., LTD. (hereinafter referred to as “Our Company”) has established this Uqey Privacy Policy and strives to protect user information when you provide us with user information through the web and smartphone application “Uqey” (hereinafter referred to as “this Application”) provided by Our Company, services related to this Application (hereinafter referred to as “this Service”), and websites related to this Service (hereinafter referred to as “this Website”).

1. Customer Information, etc. to be Acquired

(1) Information provided by customers

- Name
- Street address
- Date of birth
- Gender
- Email address
- Password
- Mobile phone number
- Credit card Information
- Information about driver’s licenses (driver’s license number, license issue date, license acquisition date, license expiration date, license category, license color, back information, license conditions, etc.)
- Images of the user’s appearance
- LINE account information (account name, icon image)
- Other information you enter through this Application

(2) Information that Our Company automatically acquires when you use this Service, etc.

- Location information (GPS positioning information, etc.)
- Token for this Application notification (authentication key required for push notifications)
- Cookie information notified when visiting the site
- Information about server access logs
- Application usage history information
- Referrer (URL of the website you visited immediately before the one you are currently viewing)
- IP address
- Information regarding the identification of communication devices, such as device ID
- Information about the browser, OS, and other information about communications device you use
- Information about wi-fi connection
- Browse history, behavior history

- ADID, IDFA, or other advertising identifiers (strings that can be reset (changed) to distinguish individual devices, including mobile information devices, etc.)
- Other information regarding the usage of this Service (including the usage and settings of this Service, content browsing history, etc.)

(3) Information provided by third parties

If you access this Service through this Application by linking it to a social networking service, etc. provided by a third party (collectively, “Third-Party SNS”), your information will be obtained from that external service based on the consent you provided when granting permission.

2. Purpose of Use of Customer Information

(1) The customer information we acquire will be used appropriately for the following purposes.

- To manage and operate this Service (accepting registrations, verifying and authenticating identity, making reservations, cancelling reservations, calculating and billing fees, making payments, maintaining this Service, maintaining security, etc.)
- To provide necessary information to authentication service providers when conducting identity verification and authentication
- To provide necessary information to affiliated car rental companies when customers use car rental services
- To make decisions regarding transactions with Our Company (credit decisions) and for post-transaction management
- To provide necessary information to payment agents when making payments for the use of this app and the car rental service
- For this Application’s map display function
- To send push notifications for various announcements
- To create statistical data regarding the use of this Service
- To maintain, improve, and respond to defects, etc. in this Service
- To improve the quality of this Service, add new functions, plan new services, and carry out other future developments
- For the purpose of investigating and analyzing the usage of this Service, other marketing analyses (including the use of the analytical results in marketing purposes by providing them to third parties, etc. in a format that does not identify individuals), and other investigations and analyses
- To respond to violations of the Terms of Use and other fraudulent or improper use of this Service
- To respond to inquiries from customers (including verifying their identity)
- For purposes incidental to the above purposes of use

(2) The purpose of use of Customer Information in this Service and this Application is as set forth above. If otherwise specified in the “Uqey Terms of Use” stipulated separately by us or other

agreement between the customer and Our Company, Our Company may use customer information for the purposes described therein.

3. Provision of Customer Information to Third Parties and Joint Use

(1) You agree in advance that your customer information collected by Our Company may be provided to a third party in the following cases:

- Recipient: Our partner car rental companies
- Customer information provided: Membership information

(Name, address, gender, date of birth, email address, mobile phone number, license number, license issue date, license acquisition date, license expiration date, license category, location information, application usage history information)

- Purpose of provision: To facilitate reservations between customers and car rental companies through this Application

- Recipient: Map application provider
- Customer information provided: Device location information (GPS positioning information, etc.)
- Purpose of provision: To display the current location on the map within this Application

- Recipient: Authentication service provider
- Customer information provided: Member information (name, address, gender, date of birth, images or videos of appearance, email address, mobile phone number, driver's license number, license issue date, license acquisition date, license expiration date, license category, and other information provided voluntarily by the customer)

- Purpose of provision: To verify the identity of the customer on this Application

- Recipient: Payment processing companies, credit card companies
- Customer information provided: credit card information, usage history of this Service, email address, mobile phone number

- Purpose of provision: To settle the usage fee for this Application

- Recipient: Information collection module provider
- Customer information provided: Items specified in 1 (2)
- Purpose of provision: To analyze acquired browsing history, behavioral history, usage history, etc., and to provide information or advertisements regarding the most suitable applications and services according to the customer's usage situation

*Please refer to the appendix for information regarding the recipients, the data collection modules used, and the information provided.

(2) We agree in advance to outsourcing all or part of the handling of customer information to the extent necessary to achieve each of the purposes of use set forth in 2. When providing such information to the outsourced party, the outsourced party may cross-check the information about customers that it holds with the personal information provided by us.

(3) We will not provide the customer information we collect to a third party in a foreign country without the customer's consent.

(4) When Our Company provides personal data to a third party, such as in the cases set out in (1) to (3), Our Company will take necessary steps in accordance with laws and regulations, such as creating and storing records and supervising the recipient.

(5) We may jointly use customer information with third parties in the following cases:

- Items of customer information to be jointly used: Customer information acquired by Our Company. However, customer login information acquired and held by Our Company through this Application is not subject to joint use.

- Purpose of joint use: To provide information about products, services, events, seminars, etc. of Our Company and affiliated companies, including our group companies, via mail, telephone, fax, e-mail, etc. To analyze data and use it for the above-mentioned information, as well as for the operation and management, improvement, and enhancement of services provided by Our Company and our group companies, and for the development of new services

- Scope of joint use: Tokai Rika subsidiaries and affiliated companies

- Management representative for joint use: TOKAI RIKA CO., LTD.

(Company information: <https://www.tokai-rika.co.jp/company/profile/index.html>)

4. Disclosure of Customer Information

When a customer requests disclosure of personal information based on the Personal Information Protection Act, we will disclose the information to the customer without delay after confirming that the request is from the customer himself (if the personal information does not exist, we will notify the customer to that effect). However, this does not apply if Our Company is not obligated to disclose the information under the Personal Information Protection Act or other laws and regulations. Please note that a fee (1,000 yen per case) will be charged for the disclosure of personal information.

5. Consent regarding the Acquisition, Storage, and Use of Customer Information

Please read this Uqey Privacy Policy carefully and agree to it before using this Application, this Service, and this Website. This Uqey Privacy Policy applies only to this Application, this Service, and

this Website, so please check the privacy policy of the external link destination for information on how customer information is handled at external URL addresses of companies other than Our Company that are linked to this Application, this Service, or this Website.

6. Correction of Customer Information and Suspension of Use, etc.

When a customer requests us to correct, add or delete (hereinafter referred to as “Corrections, etc.”) the contents of their personal information based on the provisions of the Personal Information Protection Act, we will confirm that the request is from the customer himself, conduct the necessary investigation without delay, and based on the results, make Corrections, etc. of the contents of the customer information or suspend use, etc., and notify the customer to that effect (if we decide not to make Corrections, etc. or suspend use, etc., we will notify the customer to that effect). However, this does not apply if we are not obligated to make Corrections, etc. or suspend use, etc., under the Personal Information Protection Act or other laws and regulations.

7. Safety Management

Pursuant to the provisions of laws and regulations, we will take necessary and appropriate measures to manage access to personal information, restrict the means of taking personal information out, prevent unauthorized access from outside, and prevent the leakage, loss or damage of personal information, and to otherwise manage personal information safely (hereinafter referred to as “Safety Management Measures”).

8. Name, Address, Representative Name and Personal Information Protection Officer of the Person Responsible for Managing Personal Information

Name TOKAI RIKA CO., LTD.

Location 3-260 Toyota, Oguchi-cho, Niwa-gun, Aichi 480-0195

Name of representative President Hiroyoshi Ninoyu

Personal Information Protection Officer Corporate Group Director Sumikazu Sasaki

Business Manager of this Service New Business Center Director Takehiko Ban

9. Contact for Inquiries

If you have any opinions, questions, complaints or other inquiries regarding the handling of customer information regarding this Application and this Service, please contact us at the address listed below.

TOKAI RIKA CO., LTD.

Email: support@exc.tokai-rika.co.jp

10. Changes to this Uqey Privacy Policy

We may revise this Uqey Privacy Policy in order to continually improve how we handle customer information.

In this case, we will post the revised Uqey Privacy Policy on a website managed by us.

In addition, in the case of revisions that require customer consent under the Personal Information Protection Act or other laws and regulations, we will obtain customer consent in a manner specified by Our Company.

Enacted on January 10, 2023

Revised on August 7, 2023

Revised on May 5, 2024

Revised on January 25, 2025

Revised on June 19, 2026

Appendix: List of Data Collection Modules

Company Name: Google LLC.

Data Collection Modules: Google Analytics, Google Ads, Google Search Console

Google Tag Manager, Firebase

Information Provided: As defined in Section 1 (2)

Link: <https://policies.google.com/privacy>

Company Name: AppsFlyer Ltd.

Data Collection Module: AppsFlyer

Information Provided: As defined in Section 1 (2)

Link: <https://www.appsflyer.com/legal/privacy-policy/>

Company Name: beBit, Inc.

Data Collection Module: USERGRAM

Information Provided: As defined in Section 1 (2)

Link: <http://beebit.jp/privacypolicy.php>

Company Name: Microsoft Corporation

Data Collection Module: Microsoft Clarity

Information Provided: As defined in Section 1 (2)

Link: <https://privacy.microsoft.com/en-us/privacystatement>