

## Declaration of Privacy Right

### **Declaration of Privacy Right:**

This APP/ Website is run and operated by us. For the protection of personal privacy right and the improvement of personal information protection, we hereby duly declares the purpose, categories, scope and means of use of your personal information collected by us, and the rights you are entitled to. Should you query about the privacy right declaration of this APP/ Website, the content inscribed hereunder, or anything pertinent to the protection of personal information, please feel free to contact the customer service center, we will respond to your query as soon as possible.

### **Scope:**

The declaration of privacy rights of this APP/Website and the content contained therein apply only to the websites (including the official APP, if applicable) owned and operated by us. Our website may contain various links or include products and services provided by other business partners or individual store owners. The collection, processing, and use of your personal data on the linked webpages, APPs, business partner websites, or individual online stores are subject to the respective privacy policies or personal data protection regulations of those website or APP operators. You should review such policies before using those websites or APPs to assess whether you agree to their terms. We do not make any recommendations or guarantees regarding those websites or APPs.

### **The Purpose and Categories of Personal Information for Collection**

For the purpose of providing eCommerce services, after-sales services, performing statutory or contractual obligations, protecting the rights and interests of the parties concerned and relevant stakeholders, marketing, customer management and service, and operating a business in compliance with the scope of business registration or the Articles of Incorporation, this APP/Website may collect, depending on the nature of the services provided, your name, contact information (including, but not limited to, telephone number, email address, and physical address), information required for marketing purposes, such as education level, employment status, marital status, and financial status, information necessary to complete payments or collections (all based on the actual information you provide), as well as any other personal data that is directly or indirectly identifiable and generated through the provision of the above data or activities. Additionally, to enhance service quality, our system may automatically record users' IP addresses and browsing activities on related websites or APPs. Such data is used for traffic analysis, online behavior research, and machine learning algorithms conducted by system service providers to improve the quality of services provided on our related websites or APPs. The analyzed or utilized data will not be combined with personally identifiable information.

## **The Use, Retention Period, Location, Recipients, and Methods of Processing Personal Information**

### Retention Period

We will collect, process, and use your personal information within the scope of the specified purposes. The retention period for using your personal information shall be the duration of your membership with us and five years thereafter. However, after your membership is terminated, we will no longer actively use your personal information, and it will only be retained for record-keeping purposes such as tax compliance, legal disputes, or investigations.

### Recipients and Location

To fulfill contractual obligations and enhance our member services, we may provide the collected personal information to payment service providers, logistics providers, and outsourced IT service providers. The processing and use of personal data may take place in the data storage locations selected by these providers or in the locations of cloud service providers' servers (including, but not limited to, offshore cloud service providers offering system services, such as AWS data centers in Japan or the United States). This also includes 91APP, courier service providers, telecommunication service providers, payment service providers, and other third-party vendors necessary for fulfilling our contractual obligations or providing customer service.

### Methods of Processing

We will collect, process, and use personal information through automated systems or other non-automated methods, including international transfers of personal data.

### LINE Notification Messages

We may send LINE notification messages to inform you of essential information such as order status, returns, and membership rights, and other necessary information pertinent to the rights and privileges of the members. Even if you have not added our official LINE account as a friend, you may still receive notification messages. We will only send notification messages containing important and relevant information; advertising or promotional messages will not be sent. You will receive LINE notifications if the following conditions are met; (1) The telephone number linked to your LINE account matches the number provided to our service; (2) Your LINE account has been set to receive notification messages in the LINE app settings; and (3) Your LINE account has not blocked our official LINE account. You may change the setting of receiving notice message in the following steps: (1) click to select "friend" > "setup"; (2) click to select "privacy setup"; (3) click to select "provide user information"; (4) click to select "notice message"; (5) On/Off "receive notice messages". After you have selected to switch off the "receive notice messages", If you

disable “Receive Notification Messages”, you will no longer receive notification messages from any enterprise or verified official accounts.

#### **Anti-Money Laundering Compliance**

If you pay by credit card, only the cardholder may use the service. In addition, the transaction will be subject to confirmation with the card issuing bank, the acquiring bank, and the cardholder before the payment procedure can be completed. The personal information collected for the aforementioned purpose may be transmitted to a third country or region beyond your home country or region for storage or processing only in compliance with the Personal Information Protection Act. To comply with regulatory requirements, we will provide your personal information to third-party payment service providers or other financial service providers for Know Your Customer (KYC) verification. In the event that it is required by applicable laws or upon the request of regulatory authorities, you agree that third-party payment service providers or financial service providers or us may directly contact you using the provided information.

#### **Use by a Third Party and Advertising (Analysis) Service:**

For the best of your experience as a consumer, we provide the function of a third party authentication service. These third parties include Google, Facebook, Apple, and LINE. You can quickly complete the registration and login with this website through the function. For your easy access to information on your preferred merchandises, we will optimize ad serving for you on different platforms and within the scope of the purpose of using this process.

Your personal information will be made available to advertising analysis and ad serving providers like Google, Facebook, LINE, Yahoo, Criteo, Adobe, and Tagtoo. These service providers will also help to arrange precision advertising for you. Furthermore, we have also installed the Google Analytics (analysis) advertising function. If you elect to stop using this type of functions and services, you may consult the no-disclosure mode provided by Google thereby to stop using these functions, or you may contact us for any necessary assistance.

#### **Information Security**

This APP/ Website shall protect the personal information security at a reasonable level of technology and procedure of the industry. Please be advised that, mobile phone number is vital information associated with the authentication of your membership identity. If you lose your mobile phone, change your mobile phone number, or change in the ownership of the mobile phone number, you must contact us for the necessary update of your personal information for assuring the security and confidentiality of your personal information and transaction data. If you did not request for any change of the above information, you are bound to assume the responsibility of any possible damage thereof.

## **The Rights of the Party**

Data subjects may request to inquire about, review, or obtain a copy of their personal information. If your personal information has changed or if you discover any errors, you may request corrections or updates from us. However, any incorrect or incomplete personal information you provide will not be protected under this Privacy Policy.   
You have the right to request the deletion, suspension of processing, or cessation of the use of your personal information. You also have the right to object to receiving marketing communications.   
In compliance with the European Union General Data Protection Regulation (GDPR), services provided by us will be temporarily suspended for users in EU countries.   
If you have any inquiries, please contact our customer service center. If you wish to exercise your rights stated as above, please contact our service representative or leave a message for the store for assistance in exercising your rights. However, we may charge a reasonable cost for processing such requests, and the result will be notified to the requester in writing.

## **Cookie**

For the convenience of the users, the website may read the data in the cookie stored at the computer of the user. Users may cancel or restrict this function through the setup of the browser. In doing so, users may no longer use some of the functions of this website. If you require additional information on the cancellation, or restriction of this function, please contact the customer service center.

## **Authorization to APP system providers for accessing your smart devices: :**

You acknowledge your personal information and usage behavior would be stored and recorded in your smart device provided you exercise our service via APP, furthermore, you hereby grant APP system providers the rights to access specific information or functions in your smart devices by conditions and purposes stated as follow:

### **(IOS)**

Right to access	Purpose of use
Location	Searching the nearest physical store
Calendar	Notifications for products launch
Photos	Records screenshot of products
Contacts	Transferring products to contacts in your address list

**(Android)**

Right to access	Purpose of use
Google Play service	Push, Google Map
Push notification	Push notification
Vibrate	Vibrate when receiving the push
Internet	Transferring works
Access precise Location	Physical store location searching
Access approximate Location	Physical store location searching
Write file	Application upgrade
Install packages	Application upgrade
Get accounts	Third-party marketing
Read phone state	Third-party marketing

**Amendments and Effectiveness of Rights**

We reserve the right to amend this Privacy Policy and related notices at any time. Any amendments will be published on our website without separate individual notifications. You agree that the updated Privacy Policy shall remain binding upon you. Therefore, you have the obligation to review the latest version of the Privacy Policy and related notices on our website at any time.