

## **Tokyo Tokyo Official SNS Account Policy**

### **About Account**

This Policy provides for matters regarding the operation of the following SNS accounts (“Tokyo Tokyo Accounts”):

- (1) X (formerly Twitter) account: Tokyo Tokyo @TokyoTokyoBrand
- (2) Facebook account: Tokyo Tokyo (in Japanese) @TokyoTokyoOldmeetsNewJa  
: Tokyo Tokyo (global) @TokyoTokyoOldmeetsNew
- (3) Instagram account: Tokyo Tokyo @tokyotokyooldmeetsnew

The above-mentioned Tokyo Tokyo Accounts are official accounts owned by Tokyo Convention & Visitors Bureau (“TCVB”) and operated by TCVB, through which we spread the attractions of “Tokyo as a tourist spot” within Japan and overseas effectively, using the icon and catchphrase “Tokyo Tokyo Old meets New” in order to more impressively transmit the attractions of Tokyo as a metropolis.

### **Operation Policy**

#### **1. Basic operation policy for Tokyo Tokyo Accounts**

- Tokyo Tokyo Accounts are operated by TCVB.
- Through Tokyo Tokyo Accounts we spread information regarding a variety of Tokyo attractions, mainly tourist spots and events.
- We do not see or reply to every comment, post, etc. that is made to Tokyo Tokyo Accounts.
- For specific opinions, inquiries, etc. about TCVB projects, contact the section in charge of the project concerned directly.

#### **2. Policy on follows**

- We follow the accounts of agencies that have strong public characteristics, such as government and local government accounts, as necessary.

#### **3. Intellectual property rights etc.**

- All information (texts, images, etc.) posted on Tokyo Tokyo Accounts will be the sole property of TCVB or the original author of the information concerned (or the copyright holder if the author of the original work does not have the copyright thereto), and the portrait rights thereto will be the sole property of the subject; unauthorized reproduction or re-use is prohibited.

- We may repost, on Tokyo Tokyo Accounts, images/videos posted by a third party on his/her SNS account. Before reposting them, TCVB shall identify the purpose of use thereof, confirm that the third party is the original author of the images/videos, and obtain an authorization for the repost, alteration, etc. thereof from the third party. The copyright etc. to the reposted images/videos will be the sole property of the third party who posted; however, upon the repost, the third party shall not claim or exercise any moral right of authorship against TCVB. TCVB shall not be liable for any damages incurred by the third party which may result from the repost.

#### **4. Precautions**

If a visitor to Tokyo Tokyo Accounts makes a comment or other post corresponding to the following, we may delete it without prior notice:

- (1) which is or might be in violation of laws and regulations;
- (2) which abuses or slanders a specific individual, organization, etc.;
- (3) which is made for the purpose of political or religious activities;
- (4) which infringes a copyright, trademark right, portrait right, or other intellectual property right owned by TCVB or a third party;
- (5) which is made for the purpose of advertisement, promotion, solicitation, sales activity, or other commercial purpose;
- (6) which discriminates or encourages discrimination based on race, thought, creed, etc.;
- (7) which is offensive to public order or good morals;
- (8) which is false or incorrect;
- (9) which infringes privacy by posting personal information without the subject's consent;
- (10) which uses or provides, or might use or provide, a harmful program;
- (11) which is made for the purpose of pasting the link to websites that contain any of the foregoing items;
- (12) which TCVB otherwise deems inappropriate.

#### **5. Disclaimer**

- We make no warranty as to the accuracy, completeness or usefulness of information posted on Tokyo Tokyo Accounts. We shall not be liable for any damages incurred by a visitor to Tokyo Tokyo Accounts or a third party which may result from the use of information posted on Tokyo Tokyo Accounts.
- TCVB shall not be liable for any trouble between visitors to Tokyo Tokyo Accounts or between a visitor to Tokyo Tokyo Accounts and a third party which may occur in relation to Tokyo Tokyo Accounts, or for damages incurred by a visitor to Tokyo Tokyo Accounts or a third party which may result from such trouble.

- In addition to the cases provided for above, TCVB shall not be liable for any damages which may result from matters related to Tokyo Tokyo Accounts.

#### **6. Changes to operation policy**

- This Tokyo Tokyo Official SNS Account Policy may be changed without prior notice.