

Notice of revised Privacy Policy

DENSO WAVE INCORPORATED.

Thank you for using the Denso Wave website.

Our privacy policy will be revised from March 25, 2024. Denso Wave will continue to handle personal information appropriately in accordance with its Privacy Policy.

See below for the terms of the new Privacy Policy.

1. About This Policy

DENSO WAVE INCORPORATED (“DENSO WAVE,” “we,” “us,” or “our”) will process your personal data in compliance with applicable data protection laws and any laws that amend or replace them in the future. We pledge to manage our websites to be safe and enjoyable for you by diligently pursuing the prevention of unauthorized use, disclosure, modification, etc. of personal data about you.

In this privacy policy (this “Policy”), we provide information based on the laws related to processing your personal data. This Policy sets out the basis upon which we will process any personal data that you provide to us, or that we obtain about you from other sources through our website. Please take the time to read and understand this Policy.

Some categories of processing of personal data may be subject to more specific policies. In such cases, those specific policies shall supersede this Policy to the extent that the clauses set forth in those specific policies contradict the clauses set forth in this Policy.

This website may contain links to and from third-party websites. These third-party websites, and any services that may be accessible through them, have their own privacy policies. We are not responsible for any third-parties’ privacy practices. We encourage you to be aware of this when you leave this website and to read the privacy policies applicable to these third-party websites.

If you are an individual in the European Economic Area (EEA), please read Addendum for Individuals in EEA for additional information.

If you are a California “consumer” within the meaning of the California Consumer Privacy Act of 2018, please read Addendum for California Consumer Privacy Act for additional information.

2. Information about Us

This website is operated by DENSO WAVE INCORPORATED (Data Controller).

1. Our office address: 1, Yoshiike, Kusagi, Agui-cho, Chita-gun, Aichi, Japan

2. Name of the representative: Please click here
3. Contact form: Please click here

3. How We Collect Your Personal Data

We collect and process the following personal data about you:

1. **Information you give us.** This includes information about you that you give us through inquiry forms on this website, or by communicating with us, whether by e-mail, letter or otherwise. The information you give us is likely to include your contact information such as your name, address, e-mail address, phone number.
2. **Information third parties give us.** This includes information about you that third parties give us through inquiry forms on this website, or by communicating with us, whether by e-mail, letter or otherwise. The information third parties give us is likely to include your contact information such as your name, address, e-mail address, phone number.
3. **Information we collect about you.** When you visit this website, the website automatically collects certain types of data related to you (“access data”). These types of data include access logs, web beacons (also known as pixels), cookies, etc. These types of data may remain in your computer and continue to collect data. For more information about how we use your access data and the respective legal bases for such use, please see our Cookie Policy.

4. Legal Basis for and Purpose of Processing Personal Data

We will process your personal data on the following legal bases unless such data processing will not conflict with applicable laws and regulations:

1. **Contract.** When we need to process your personal data to perform a contract we enter into with you.
2. **Legal Obligation.** When we need to comply with a legal obligation.
3. **Legitimate Interests.** When the processing of your personal data is necessary for the fulfilment of legitimate interests pursued by us or a third party and your interests and fundamental rights do not override those interests.
4. **Consent.** When you have given consent for us to process your personal data. However, even if we obtain consent from you, we may process your personal data based on other legal grounds. The withdrawal of your consent shall not affect the lawfulness of processing performed based on the consent before your withdrawal.

We use the personal data that we hold about you for the following purposes. We will only use your personal data to the extent that it is necessary to do so to fulfil the purposes described below.

1. To provide merchandise or services that you request (based on contract or legitimate interests)
2. To improve our merchandise or services we provide to you (based on contract or legitimate interests)
3. To provide information and communications; to conduct questionnaires relating to products, services,

various events, campaigns, and similar matters (based on legitimate interests)

4. To conduct sales analysis, investigations, and research; to develop new services and products (based on legitimate interests)
5. To conduct web analytics (see our Cookie Policy)
6. To ensure compliance with legal obligations (such as record keeping obligations), export control and customs, compliance screening obligations (to prevent white-collar or money laundering crimes), and our policies or industry standards (based on legal obligation or legitimate interests)
7. To solve disputes, enforce our contractual agreements and to establish, exercise or defend legal claims (based on legal obligation or legitimate interests).

You may experience disadvantages if you refuse to provide your personal data, such as being unable to make use of some of our services.

5. Disclosure of Personal Data to Recipients

We may share your personal data with the following categories of recipients.

1. **Affiliates.** We share your personal data with our parent company, DENSO CORPORATION, and sales affiliated companies (collectively the “Affiliates”) for internal administrative purposes and for uses that are consistent with this Policy. Particularly, we share your contact information such as name, address, email address, telephone number with the Affiliates specified here. The Affiliates will use the personal data to (i) provide products or services that you requested the Affiliate to deliver to you, (ii) improve our products or service, (iii) promote our products or services, inform marketing events and campaigns, or conduct marketing surveys and analysis, and (iv) develop new products or services. DENSO WAVE INCORPORATED shall be responsible for management of the personal data shared with the Affiliates.
2. **Service Providers.** We may share your personal data with service providers, including internet service providers, web analytics service providers, and cloud service providers.

6. Cross-Border Transfers

The personal data that we hold about you may be transferred to, and stored by, a third party outside the country where you live, or which you were in when you accessed our website, in the following cases:

1. When we obtained your consent: We may transfer your personal data to a third party in a foreign jurisdiction based on your consent. When we seek your consent for a cross-border transfer, we will provide you with relevant information about the recipient's jurisdiction, such as the data protection law system and measures taken to safeguard your personal data.
2. When the third party recipient in a foreign jurisdiction implements the measures required by Chapter 4, Section 2 of the Act on Protection of Personal Information in Japan, by an appropriate and reasonable means, and undertakes implementation of those measures. The third party recipients in this case are either the Affiliates or service providers.

3. When the transfer is required by laws and regulations.

7. Storage Limit for Personal Data

Unless indicated otherwise, we will retain the personal data that we collect about you for the period necessary to process such personal data, except to the extent that we are required by law to retain the data for a longer period of time, in which case we will retain it for the period required by law.

8. Your Rights

You have a number of legal rights in relation to the personal data that we hold about you. These rights may vary depending on where you are located and which data protection laws will apply to the relationship between you and us, but would typically include:

1. the right to obtain information regarding the processing of your personal data and access to the personal data which we hold about you;
2. the right to request that we rectify your personal data if it is inaccurate or incomplete;
3. the right to request that we erase your personal data;
4. the right to request that we restrict our processing of your personal data;
5. the right to object to us about our processing of your personal data;
6. the right to receive any personal data which we process about you where this is technically feasible.
7. the right to withdraw your consent to our processing of your personal data.

You can exercise your rights by contacting us using the information about us indicated above in Section 2. You can also lodge a complaint with the data protection regulator if you think that any of your rights have been infringed by us.

9. Security

To protect your personal data against accidental or unlawful destruction, loss, use, or alteration and against unauthorized disclosure or access, we use adequate organizational, human, physical, and technical security measures.

10. Changes to this Policy

We may modify this Policy from time to time and will post the updated Policy with a “Last Updated” effective date for the revisions. We recommend that you review this Policy periodically. If we make a material change to this Policy, you will be provided with appropriate notice, such as a notice posted on a website.

11. Contacts

If you have any questions about this Policy, your rights, or any other issues regarding the protection of your personal information, you can reach us using the contact information in Section 2 above.