

# mui Privacy Policy

## 1.Principles

We, mul Lab, Inc. (the “**Company**”), acknowledges the importance of personal information and will comply with all applicable laws and regulations concerning privacy protection in handling personal information. We will at all times assign responsibility for protection of personal information and appropriately collect, use and manage the personal information we will be handling.

## 2.Scope of This Privacy Policy

This Privacy Policy is the policy which the Company comply with regarding the personal information (“**User Information**”) to be acquired by the Company when you use mui Board (the “**Product**”) and/or mui Web application (Web browser, iOS or Android version) (the “**mui Mobile App**”) (the Product and the mui Mobile App are collectively referred to as the “**Service**”).

## 3. Acquisition of User Information

- 1) The Company will acquire the following information which you enter when you use the Service:
  - (i) your application information (which includes the information regarding your family)
    - name
    - email address and password
    - Google/Amazon account login information
  - (ii) other information that you enter in the Product or the mui Mobile App when you use the Service (voice message, text message, calendar event information, etc. The same applies hereafter.)
- 2) The Company automatically acquires the following information via the Product or the mui Mobile App
  - (i) email address and password
  - (ii) Device Information and Access Logs
    - information when a device error occurs
    - information when a certain operation occurs on the device
    - information noticed by the device regularly

- the specific ID information of the device, time-stamps and internal information of the hardware.
  - (iii) Location Information (only if with your consent)
  - (iv) Cookie data
  - (v) the status of usage of the Service
- 3) The Company stores User Information for a period which is determined by the Company taking into account the nature of User Information, the purpose or utilization of User Information, etc.

#### **4. Utilization Purpose of User Information**

This information may be utilized for the following purpose only. The Company will not utilize User Information beyond the scope of the following purpose without obtaining in advance your consent.

- (i) your application information
  - to distribute or send communications or other notice associated with the use of the Service
  - to conduct research and development to improve or enhance the functionality of the Service
- (ii) e-Mail Address
  - to use as log-in information when you use the Service;
  - to enable us to contact you with regard to usage of the Service to send e-Mail Magazines or other notice to you;
  - to notify you when you use the notification service on the mui Mobile App;
- (iii) Other Information that you enter in the Product or the mui Mobile App when you use the Service
  - to provide the Service;
- (iv) Device Information and Access Logs
  - to improve and/or optimize the Service;
  - to monitor, detect and deter unauthorized or fraudulent use of, or abuse of the Service; and
- (v) Location Information
  - to display weather forecasts when you use the Service (the location will be set by you at your sole discretion);

(vi) Cookie data

- to keep the log-in status of the Service on the device.

## **5.Acquisition by information collection module**

The Company acquires User Information in the following information collection modules incorporated into the mui Mobile App.

Name of the information collection module: Google Analytics

Name of the provider of the information collection module: Google LLC and its wholly subsidiary

User Information to be acquired: usage of this application

purpose of utilization: to send notices regarding the Service and otherwise provide the Service notices and/or to conduct research and development to improve or enhance the functionality of the Service

Utilization of User Information by information collection module provider: User Information acquired by the Company will be transferred to the server installed by Google, Inc.. For more information on the purpose of utilization and others regarding Google Analytics, please refer to the following;  
<https://policies.google.com/privacy>.

Name of the Information collection module: Amazon Pinpoint

Name of the provider of the information collection module: Amazon Web Services, Inc.

User Information to be acquired: usage of this application

purpose of utilization: to send notices regarding the Service and otherwise provide the Service and/or to conduct research and development to improve or enhance the functionality of the Service

Utilization of User Information by the information collection module provider: User Information acquired by the Company will be transferred to the server installed by Amazon Web Services, Inc. (“AWS”). For more information on the purpose of utilization and others regarding Amazon Pinpoint, please refer to the following;

<https://aws.amazon.com/compliance/data-privacy-faq/>

## **6. Consent for Acquisition of User Information, etc.**

You will be given the opportunity to review and agree to this Privacy Policy when you install themui Mobile App. Please check this Privacy Policy, understand the contents, and use the Service. This Privacy Policy is available on the following pages:

<https://mui.jp/legal/>

## **7. Handling of User Information**

The Company will handle User Information as follows;

- 1) The Company will make reasonable efforts to maintain and retain the most accurate and latest User Information.
- 2) The Company will establish appropriate physical, electronic and procedural safeguards in accordance with our internal rules and execute the safeguards in a strict manner.
- 3) The Company strictly direct and supervise our employees to comply with our internal rules of User Information.
- 4) In the case we retain a third-party service provider, we will take measures to protect User Information such as entering into a contract regarding data protection. The Company will strictly evaluate and choose all such third-party service providers.
- 5) The Company retain User Information you provide for the length of time needed to fulfill any of the applicable purposes of use described in this Privacy Policy. The Company may delete and destroy User Information when it is no longer needed.

## **8. Third-party Provision**

Other than as described in this Privacy Policy and other applicable privacy policies or applicable laws, the Company will not provide User Information to any third parties without obtaining your consent, unless the Company believe in good faith that the Company are required or permitted to do so under applicable laws.

## **9. ID Collaboration with External Services**

- 1) When you use the Service and desire to utilize the ID collaboration with the following services and other services designated by the Company from time to time (the "**External Services**"), the Company may obtain your information from the operator that operates the

External Services and use such information for the Service.

"Google Account" provided by Google LLC

"Amazon ID" provided by Amazon.com Inc.

- 2) In the cases set forth in the preceding paragraph, you shall, at your own responsibility, use the External Services after managing the ID, etc. of the External Services, and the Company shall not be liable to nor responsible for you regarding the External Services.

#### **10. Data acquisition from external services**

If you choose to link your account with the following service when using this Service, the Company will acquire your data from the business operator that operates the service and use the information in this service.

(i) Google Calendar

All calendars and calendar schedules linked to your account are referenced and displayed on the Product or the mui Web App. The Company will not edit the linked calendars and calendar schedules.

#### **11. Disclosure, correction or suspension of User Information**

Subject to applicable laws, you may have a right to access, rectify, erase User Information and to withdraw your consent to process User Information and request the Company to stop using User Information. To exercise any of your other rights under applicable law, you may contact the Company on the following email address.

#### **12. Questions/Comments/Concerns**

If you have any questions, comments, or concerns about the Service or User Information, please contact us via the following email address.

mui Lab, Inc.

[support@muilab.com](mailto:support@muilab.com)

- 2) Contact details of the Company's Data Protection Officer are as follows;

<Data Protection Officer>

mui Lab, Inc.

Attn: Data Protection Officer

Morita Bldg 2F, 294-1 Tawaraya-Cho, Nakagyo-ku

Kyoto-City, 6040966, Japan

- 3) In addition, you have a right lodge a complaint with a supervisory authority with regard to the processing of User Information.

### **13. Changes to This Privacy Policy**

The Company may modify our Privacy Policy from time to time for various reasons including to improve the Company's privacy practices, to reflect changes to the Company's Services, and to comply with relevant laws.

If the Company changes this Privacy Policy, the Company will inform you of any changes or other necessary matters by displaying them on the Company's website or by other appropriate methods.

When the Company make any material changes to Company's Privacy Policy, Company' will notify you on our Services, or by other reasonable means.

This Privacy Policy was initially released on January 29, 2020.

This Privacy Policy was updated on May 20, 2020 and Feb 5 2021.