

3 . Public Relations

As life insurance business in Japan plays an important role to protect people's lives, the life insurance industry has been more conscious of its social responsibilities. The Association promotes public relations activities to reflect consumers' needs in conducting business and to help consumers fully understand life insurance.

Main activities are as follows:

(1)Public Relations Activities

The Life Insurance Association of Japan conducts publicity and advertising activities to enhance consumer's understanding of life insurance business.

(2)Round-Table Meeting on Life Insurance

In order to help consumer administrative agencies, consumer groups and the media increase their understanding of life insurance business, the Life Insurance Association of Japan has held Round-Table Meetings on life insurance. Through discussions at the meetings with consumer-related organizations, the Association strives to grasp consumers' needs, and in turn tries to reflect the results of each meeting into life insurance businesses.

(3)Providing Information

To promote understanding of life insurance business among consumers, the Life Insurance Association of Japan compiles "Disclosure Pamphlets--Toranomaki", which explains in brief "Disclosure Pamphlets"("Disclosure Pamphlets" are made by each life insurance company, hence, titles of which vary).

The Association also makes a box file which contains both "Disclosure Pamphlets" as well as "Disclosure Pamphlets--Toranomaki", makes it available at our local Association offices and distributes it among local consumer centers for public perusal.