

## **C. Public Relations**

As life insurance business in Japan has been playing increasingly an important role to protect people's lives, the life insurance industry has been more and more conscious of its social responsibilities. The Association promotes public relations activities in a bid to reflect consumers' needs in its conduct of business and to help consumers have a correct idea of life insurance business.

The main pillars of its activities are as follows:

### **1. Public Relations Activities**

The Life Insurance Association of Japan conducts various publicity and advertising activities including on-line information update on its website to enhance consumer's understanding of life insurance business (<http://www.seiho.or.jp/>).

### **2. Round-Table Meetings on Life Insurance**

In order to secure a sound understanding of life insurance business among consumer administrative agencies and consumer groups as well as the media, the Life Insurance Association of Japan holds the Round-Table Meetings on Life Insurance with those parties nationwide. Through discussions at such meetings with consumer-related organizations, the Association strives to grasp consumers' needs, seeking a way to better reflect the outcome of these meetings in the life insurance business.

### **3. Providing Information**

To promote understanding of life insurance business among consumers, the Life Insurance Association of Japan compiled a "Disclosure Pamphlet", also called "Toranomaki" ( - Tiger's manual - a word derived from a title of ancient Chinese books about tactics, which now means a "useful manual" in Japanese). It intends to explain to customers concisely and clearly about the disclosure pamphlets which are published independently by each life insurance company under different names.

The Association prepared a box file containing each copy of disclosure pamphlets of all member companies as well as the "Disclosure Pamphlets - Toranomaki". The whole set of copies in the box file are available for reading at the Life Insurance Consultation Center and at our Association's local offices. The pamphlets are also distributed to local consumer centers for public perusal.