

The Life Insurance Association of Japan Social Media Policy

November 15, 2024

The Life Insurance Association of Japan (hereinafter the “LIAJ”) requests users to agree with the following Social Media Policy in advance of engaging with the social media accounts of the LIAJ (hereinafter the “Accounts”).

1. Social Media Accounts

The LIAJ is moderating following social media accounts for the purpose of dispatching information:

X (formerly Twitter)

Account name : 生命保険協会

ID : @seihokyokai

URL : <https://twitter.com/seihokyokai>

Account name : The Life Insurance Association of Japan (LIAJ)

ID : @LIAJ_JP

URL : https://x.com/LIAJ_JP

YouTube

Account name : 生命保険協会

ID : @seihokyokai

URL : <https://www.youtube.com/channel/UCQo92SzobyPAVttouQl3XFg>

2. How to operate the Accounts

(1) Information Dispatched

Content of the Accounts and information dispatched from the Accounts do not necessarily represent an official announcement/opinion of the LIAJ. The LIAJ does not guarantee accuracy, integrity or usability of the content. Official announcement and opinion of the LIAJ are published via a website of the LIAJ or press releases of the LIAJ. Additionally, content of the Accounts and information dispatched from the Accounts are based on the information available at which time it was posted and are subject to change or deletion without prior notice.

(2) Follow, Repost, and Like

The LIAJ will use the Accounts exclusively for the dissemination of information, and as a rule will not follow, follow back, repost, or respond to posts with reactions including

'like'. However, in the case of accounts and websites that are considered to be highly useful for providing information to highly public institutions, groups and users, the LIAJ may follow, follow back, and quote, repost, or respond to posts with reactions including 'like'.

3. Responding

In principle, the LIAJ does not respond to comments and direct messages to the Accounts nor accommodate individual inquiries via social media.

4. Prohibited Acts

When users engage with the Accounts, following acts are prohibited:

- (i) Acts that hinder or may hinder moderation of the Accounts;
- (ii) Acts that cause or may cause disadvantages, damages or inconveniences for the LIAJ or its members;
- (iii) Acts that slanders the LIAJ, its members or the third party and their services or products;
- (iv) Acts that violate or may violate copyright, trademark or other intellectual property rights of the LIAJ, its members or a third party;
- (v) Acts that violate privacy of a third party, such as disclosing personal information without consent of the person concerned;
- (vi) Political acts, campaign activities, religious acts or other similar acts;
- (vii) Acts that are or may be against laws, regulations or public order;
- (viii) Harmful acts, lewd acts, publication of violent material, and other acts that may repel others;
- (ix) Acts that lead to or may lead to criminal activities;
- (x) Impersonations of a third party including the LIAJ;
- (xi) Acts that are prohibited in each social media platform;
- (xii) Posting or spreading of harmful computer programs;
- (xiii) Spam actions;
- (xiv) Posting or spreading of commercial contents, such as introduction of products, distributors or producers; and
- (xv) Other acts that are deemed inappropriate by the LIAJ.

When posts or comments that fall under any of the above conditions (hereinafter the "Prohibited Acts") are posted to the Accounts, the LIAJ reserve the right to delete posts or comments without notice. Also, the LIAJ may ban or take other necessary measures against the account that committed the Prohibited Acts without notice to the person concerned.

5. Disclaimer

The LIAJ is not responsible for the following:

- (i) Damages for a user or a third party caused as a result of engaging or not engaging with the Accounts;
- (ii) Replies, re-posts , reactions including “like”, comments and other contents (such as comments, photos and movies) posted by a user in relation to the Accounts;
- (iii) Inter-user or user-third party trouble caused in relation to the Accounts;
- (iv) Damages for a user or a third party caused as a result of information or contents dispatched by the Accounts;
- (v) Damages incurred by a user or a third party due to the deletion or suspension of publication of information or content on the Accounts.

6. Functionality and Safety of Each Social Media Platform

The Accounts are operated systemically by each social media platform and the LIAJ does not guarantee any functionality or safety of the social media. The LIAJ shall not respond to any inquiries on systemic operation of social media platforms, those on how to use platforms, and other technical questions.

7. Handling of Personal Information

When the LIAJ obtains personal information from a user, it manages the information properly in accordance with its Privacy Policy (https://www.seiho.or.jp/english/about/pdf/Privacy_Policy.pdf).

8. Intellectual Property Rights

Copyrights and any other intellectual property rights (including but not limited to design right, patent right, utility model right, trademark and know-how) over the information and contents displayed in the Accounts, except for those posted by users, belong to the LIAJ.

As a principle, copyrights over the posts by a user belongs to the user concerned. Users are also advised to refer to the terms and conditions of each social networking platform. However, by posting content, it is deemed that the user has licensed the right to utilize (e.g. to copy, edit, extract or publish) the content domestically and globally at no charge and on a non-exclusive basis to the LIAJ, and it is deemed that the user has consented not to exercise copyright, author's moral right or other rights against the LIAJ.

9. Operating Period

Operation of the Accounts may be terminated, suspended or modified without prior notice.

10. Modification of the Social Media Policy

The LIAJ may revise this Social Media Policy without consent of the users.

The revised Social Media Policy will take effect since being displayed on the Accounts, unless otherwise specified by the LIAJ.

[Governing Law and Competent Court]

- Posts on the Accounts and the interpretation and application of this Social Media Policy are governed by the Japanese law.
- In the case of any disputes in relation to the posts on the Accounts and this Social Media Policy, the Tokyo District Court shall be the exclusive court of first instance.