

Privacy Policy

The individual operating this service (hereinafter referred to as the "Operator") establishes the following privacy policy (hereinafter referred to as the "Policy") to properly handle personal information of users of the web application "Buddybarks" (hereinafter referred to as the "Service") provided by the Operator.

1. Definition of Personal Information

Personal information refers to information that can identify a specific individual by name, address, phone number, email address, and other descriptions. It also includes information that cannot identify an individual on its own but can identify an individual when cross-referenced with other information.

2. Information Collected

The Operator obtains the following information to the extent necessary to provide the Service.

Contact Information – Nickname, email address, and other contact information voluntarily entered by the user when making inquiries or using certain features. The Service does not provide a registration form for creating an account, but users may be asked to enter their contact information when requesting support or using paid features.

Information about pets – Information voluntarily entered by the user, such as the pet's name, dog or cat breed, date of birth, and gender.

Device and log information – Information related to the usage of the Service, such as the type of browser and device, IP address, cookies, access date and time, display and search history, and activity history.

Location information – This includes location information obtained by the Service from the device. When the user opens the app and selects the permission option from "Always allow," "Allow once," or "Do not allow," the app obtains the current location via GPS, etc., and displays nearby spots and event information based on the user's current location.

Payment information – Information related to payment obtained through the payment agency when using paid services such as subscriptions. However, information such as credit card numbers, which the Operator does not directly retain, is managed by the payment agency.

3. Purposes of Use of Personal Information

The personal information obtained by the Operator will be used for the following purposes.

To respond to inquiries from users and to conduct identity verification and communication required for the use of certain features.

To analyze the user's current location and activity history, and the big data accumulated within the Service, in order to propose nearby pet-friendly facilities and events, destinations, disaster-prevention information, and so on.

For the improvement of the Service, the development of new features, and marketing research.

To send information via email and other means about campaigns or events hosted by the Operator or partner companies/organizations, and about products and services.

To optimize advertising displays and create statistical materials based on analysis of usage. In this process, the data is processed into a statistical format that does not identify individuals.

To issue usage fee invoices and perform payment procedures and payment processing.

To respond to inquiries, provide support, and communicate with users.

To perform other operations incidental to the above purposes.

4. Provision to Third Parties

The Operator will not provide users' personal information to third parties except in the following cases.

Outsourcing – When information is provided to companies to which operations are outsourced, such as server operation, payment processing, and email distribution, within the scope necessary for the operation of the Service. In such cases, appropriate management and supervision of the contractor will be carried out.

Provision to partner companies – When information necessary for service provision and marketing is provided to partner companies, sponsor companies, municipalities, research institutions, etc., that provide services or events to users. The contents, recipients, and purpose of provision will be clearly displayed within the Service. In principle, this is limited to the minimum necessary information such as name and contact details, and location information will be handled in a format that does not identify individuals.

When required by law – When provision is required based on laws and regulations.

Business succession – In the event that the business is succeeded due to a merger, company split, business transfer, or other reason, the information may be transferred to the successor to the extent necessary to achieve the purposes of use.

5. Management of Personal Information

The Operator will take appropriate security management measures, including the establishment of internal regulations, access restrictions, and encryption, to prevent leakage, loss, destruction, alteration, unauthorized access, and other incidents involving personal information. If necessary, education and supervision will be provided to contractors to ensure thorough protection of personal information.

6. Use of Cookies and Similar Technologies

The Operator may use cookies and similar technologies to improve user convenience and analyze traffic. Information obtained through cookies does not include information that can identify individuals, and users can refuse to receive cookies via browser settings; however, some functions may not be available in that case.

7. User Rights

Users can request disclosure, correction, addition, deletion, suspension of use, or suspension of provision to third parties of their personal information held by the Operator. For details of the procedures, please contact the inquiry desk below. For identity verification, you may be asked to provide necessary information.

8. Storage Period and Deletion of Data

The Operator will store users' personal information for the period necessary to achieve the purposes of use, after which it will be deleted or anonymized. If a user requests deletion of contact information, the stored contact information will be promptly erased. However, logs processed into a format that does not identify individuals for service improvement and statistical analysis may be retained and used even after deletion. Data that must be stored by law will be retained for the specified period.

9. Revisions to the Privacy Policy

The content of this Policy may be reviewed and revised as necessary due to the enactment or amendment of laws and regulations or changes in the content of the Service. When significant changes are made, users will be notified by announcements within the Service or by other appropriate methods. If users use the Service after the revision, they will be deemed to have agreed to the revised policy.

10. Contact Information

For questions, requests, complaints, disclosures, etc. regarding the handling of personal information, please contact the following office.

Contact form: Please send your inquiries via the dedicated form within the Service.

Date of establishment: January 24, 2026