

Conversion API Terms of Use

The Conversion API Terms of Use (hereinafter referred to as the "Terms") stipulate the conditions for the use of the Conversion API provided by LY Corporation (hereinafter referred to as the "Company") between the Company and you.

Article 1 (Definition)

The terms used in these Terms and Conditions shall have the meanings set forth below.

- (1) "Marketing Services, etc." refers to marketing services such as advertising distribution services provided by our company, as well as services that can be linked to such services and are separately designated by our company (not limited to services that can be linked now, but including those that may be linked in the future).
- (2) "Customer" refers to the user of the Marketing Services, etc.
- (3) "User" means a customer of the services provided by you.
- (4) "Event Data" refers to user information (limited to all or part of the items set forth in the following paragraphs) that we obtain from you by receiving transmissions using the Conversion API.
 - (ア) Advertising identifier, our unique identifier assigned to the browser, internal identifier (including identifiers set for users by our company or customers), hashed phone number, hashed email address (hereinafter referred to as "User Identification Information").
 - (イ) Event data (such as source type, event type, event name, and event timestamp)
 - (ウ) Other information specified in the API specifications (including the revised content if the specifications are revised)
- (5) "Conversion API" refers to a tool provided by us that enables you to send event data to us.
- (6) "This Service" refers to the service in which the Company receives and acquires user event data sent from your server to the Company using the

Conversion API.

Article 2 (Conclusion of Contract)

1. Customers who wish to use this service must agree to these terms and conditions and apply to use this service in a manner specified by our company.
2. When we receive an application from you as specified in the preceding paragraph, we will decide at our discretion whether or not to accept the application. When the Company accepts the application, a contract containing these Terms and Conditions (hereinafter referred to as the "Agreement") will be established.

Article 3 (Provision of the Service)

Provided that you comply with the contents of these Terms, we will permit you to use the Service free of charge for the purpose of measuring the effectiveness of advertisements, delivering behaviorally targeted advertisements, and other matters specified by us.

Article 4 (Terms of Use)

1. Customers shall transmit event data to the Company at their own responsibility in accordance with the API specifications separately specified by the Company.
2. When you transmit a User's phone number or email address as event data to us, you will transmit it after hashing the data.
3. You may not use the Conversion API to send data to us in any manner other than that specified by our company.
4. You may not transmit to us any event data obtained through any of the following services using the Conversion API: Furthermore, the Company reserves the right to make the final decision as to whether or not a service falls under any of the following items.

- (1) Services that include excessively violent language, explicit sexual language, language that leads to discrimination on grounds such as race, nationality, creed, sex, social status or family origin, language that induces or encourages suicide, acts of self-injury or drug abuse, or other anti-social language.
 - (2) Services that provide information for meeting or interacting with people you do not know
 - (3) Services operated with the purpose of illegally obtaining personal information or private information
 - (4) Services that are only affiliate-based and have no content, those aimed at directing users to specific websites, web scraping, word salad, or other services that include content commonly known as spam
 - (5) Services that include content that infringes the copyrights, trademarks, patents, or other intellectual property rights, reputational rights, privacy rights, or other legal or contractual rights of the Company or any third party.
 - (6) Any other services that the Company deems inappropriate
5. You must not use the Service in a manner that may lead to the misunderstanding that the service you provide is approved or endorsed by the Company.
6. By transmitting Event Data to us, you represent and warrant to us the following:
 - (1) Obtaining event data from users after taking legally required steps, including obtaining consent (including consent to the privacy policy and terms of use, etc.; the same applies hereinafter in this Article), and transmitting the data to the Company
 - (2) The Company has taken legally required measures, including notifying or publicly announcing to Users, that the Company will acquire event data, that the Company will use the acquired event data for the purposes set forth in each item of Article 5, Paragraph 1, and an explanation regarding the opt-out page.
7. The event data to be transmitted is personal information for the customer (as defined in Article 2, Paragraph 7 of the Act on the Protection of

Personal Information (Act No. 57 of 2003, hereinafter referred to as the "Personal Information Protection Act").), before transmitting the event data, you shall acknowledge in advance that the Company will handle the event data as follows.

- (1) For users who have given consent in advance to allow us to collect personal data that can identify them, we will collect and use event data as personal data.
 - (2) With regard to users with whom we have not been able to obtain prior consent to the collection of event data as personal data that can identify the individual, we will not collect and use such data as personal data.
8. When using the Service, Customers shall be responsible for complying with the Personal Information Protection Act and other laws, regulations, guidelines, etc., and for taking measures to be considerate of users as required by industry standards.
9. If the terms of use (including any guidelines attached to the terms of use) of the Marketing Services, etc. that you use prescribe conditions regarding the acquisition or use of event data, you shall comply with such conditions. In the event of any conflict between the terms and conditions and these Terms and Conditions, the terms and conditions shall take precedence.

Article 5 (Use of Event Data by the Company)

1. We may use the Event Data for the purposes set out in the following items (hereinafter referred to as the "Purposes"): In addition, we may share or provide event data to third parties to the extent necessary for this purpose.
 - (1) Provision of various services included in Marketing Services, etc. (including, but not limited to, the Company's performance of this Agreement with the Customer and the provision of various functions such as Marketing Services to Customers and other third parties)
 - (2) Preventing fraudulent acts that impede the normal provision of services in each service included in marketing services, etc.

- (3) To improve each service included in marketing services, etc. and to develop new services
2. For this purpose, we may use Event Data in the manner set forth below. Furthermore, our handling of personal information will comply with the Privacy Policy.
 - (1) Use in association with the user's account.
 - (2) In addition to the provisions of the preceding paragraph, we will combine or cross-reference all data we collect (including data generated through the use of data provided by customers, regardless of its nature, such as distribution information, log information, cookie information, etc.) with other various data we possess, and add or supplement various necessary data.
3. Notwithstanding paragraph 1, the Company will use hashed phone numbers and hashed email addresses, which are part of User Identification Information, only for the purpose of matching them with data held by the Company. In addition, with regard to hashed phone numbers and hashed email addresses that are part of user identification information, we will delete them from our environment after the matching process is completed, except for any data that we had in our possession prior to the matching process.

Article 6 (Use of external tools)

1. When using the Service, you may use external platforms (hereinafter referred to as "External Tools") separately designated by us.
2. When using external tools, you shall enter into a contract directly with the company providing the external tool (hereinafter referred to as the "external tool provider") and shall use the Service in compliance with the contents of these Terms and Conditions and the contractual terms of the external tool.
3. When using an External Tool, you shall ensure that the External Tool provider complies with the contents of these Terms of Use (including the API specifications and guidelines separately established by us).

4. The use of external tools is at your own discretion and risk, and we shall not be liable for any damages incurred by you or any third parties as a result of the use of external tools.

Article 7 (Ownership of Rights)

All rights relating to the Conversion API and this Service (including, but not limited to, intellectual property rights such as copyrights, trademarks, and patents) belong to our company or to third parties that have granted us a license to use them.

Article 8 (Confidentiality)

During the term of this Agreement and even after its expiration, you shall not provide, disclose, or leak to a third party any information disclosed by us as confidential in relation to the use of the Service, nor use it for any purpose other than the performance of this Agreement.

Article 9 (Changes, Interruptions and Cancellations of the Service)

1. If we deem it necessary, we may change the content of or discontinue providing all or part of the Service at any time without prior notice.
2. We may temporarily suspend all or part of the Service if any of the following circumstances apply:
 - (1) When carrying out maintenance or construction work on equipment used for this service.
 - (2) When a malfunction occurs in the equipment used for this service.
 - (3) When telecommunications services become unavailable due to the services provided by a telecommunications carrier.
 - (4) When it is difficult to provide the Service due to power outage, fire, earthquake, labor dispute, or other force majeure.
 - (5) Other cases where there are significant operational or technical reasons for this Service.

Article 10 (Customer Responsibilities)

1. If the Company determines that a Customer is using the Service in violation of these Terms and Conditions, the Company may suspend the Customer's use of the Service or take any other measures that the Company deems necessary and appropriate. However, we are under no obligation to prevent or correct such violations.
2. If the Company suffers directly or indirectly any damages (including but not limited to attorney's fees) arising from your use of the Service (including but not limited to the case where the Company receives a complaint from a third party regarding such use), you must immediately compensate the Company in accordance with its claims.

Article 11 (Non-guarantee and Disclaimer)

1. The Company does not guarantee, either explicitly or implicitly, that the Service is free from factual or legal defects (including, but not limited to, safety, reliability, accuracy, completeness, validity, suitability for a particular purpose, security-related defects, errors or bugs, and infringement of rights, etc.). The Company is under no obligation to remove such defects and provide the Service.
2. We shall not be liable for any damages incurred by you as a result of this service, unless our intentional or gross negligence is found.

Article 12 (Force majeure)

The Company shall not be liable for any inability to use the Service due to causes beyond the control of the Company, such as force majeure including natural disasters and communications failures, hacking or cracking by third parties, or failures of the Internet infrastructure or the Customer's servers, or for emergency system maintenance, inspection, or other measures necessary for the Company to provide the Service.

Article 13 (Transfer and Succession of Status)

You may not transfer, use as security or have a third party succeed to your status under this Agreement or any rights or obligations arising in connection with this Agreement, without following the methods specified by our company.

Article 14 (Changes to these Terms)

We reserve the right to change any provision of these Terms and Conditions at any time if we deem it necessary. In such case, we will notify you by posting on our website or by other appropriate means that we are changing these Terms and Conditions, as well as the content of the changed Terms and Conditions and their effective date.

Article 15 (Termination of Contract)

1. When terminating this Agreement, either the Company or the Customer shall notify the other party of such termination at least one month in advance in a manner specified by the Company.
2. Due to changes or reorganization of the Marketing Services, etc., the use of certain services provided by the Company may become a condition of use of the Service. In this case, if you wish to continue using the Service, you shall begin using the specific service by a date separately determined by the Company. If you do not agree to the terms of use for a specific service and do not begin using that service by the date separately specified by our company, this Agreement will terminate on that date.

Article 16 (Termination of Contract)

1. If the Company determines that the Customer has engaged in any of the

following acts, the Company may cancel this Agreement without any notice or warning.

- (1) Actions that violate laws, regulations, these Terms, or rules or guidelines regarding marketing services, etc.
 - (2) Providing false information when applying for the Service
 - (3) Any act that infringes the rights of our company or a third party
 - (4) Any act that causes disadvantage or damage to the Company or its customers
 - (5) Any act that the Company determines to be or may be causing a significant hindrance to the Company and the provision or performance of the Service
 - (6) Any other conduct that the Company deems to be fraudulent or inappropriate
2. When either the Company or the Customer finds out that an officer, employee, agent or intermediary of the other party (hereinafter referred to as a "Related Party") is an anti-social force (meaning an organized crime group, a member of an organized crime group, a quasi-member of an organized crime group, a company related to an organized crime group, a corporate racketeer, a fraudster pretending to be a social activist, a special intelligence violent group, or any other similar entity) or when it becomes clear that an Related Party of the other party has ties to an anti-social force, the Company or the Customer may immediately terminate this Agreement without any notice or warning.

Article 17 (Severability)

If one or more provisions of these Terms and Conditions are declared invalid or unenforceable by a court or other decision, the validity or enforceability of any other provisions and related provisions will not be affected in any way. Any provision declared invalid or unenforceable will be replaced by a provision consistent with the law to reflect the original intentions of the Company and you.

Article 18 (Governing Law and Jurisdiction)

The official text of these Terms and Conditions shall be in Japanese, and the governing law shall be Japanese law. Any disputes arising between you and us arising from or in relation to this service shall be submitted to the exclusive jurisdiction of the Tokyo District Court as the court of first instance.

Article 19 (Consultation)

Any matters not specified in these Terms and Conditions shall be resolved in good faith between the Company and the customer through discussion in good faith.

End

Enactment date: June 30, 2025