

3-5-7 Ariake, Koto-ku, Tokyo

MAINICHI AUCTION INC.

Representative Director, President and Executive Officer: Toshiei Okazawa

We, MAINICHI AUCTION INC. (“MA”) have established and implemented the following basic policy for the protection of customers’ personal information and announced the matters concerning the processing of their personal information, to build an environment and system that enables customers to do business with MA in peace, and in order to gain the trust of customers as companies that handle rare and highly valuable artworks, etc.

As we provide you with our services, we process personal data about you in accordance with applicable data protection laws, including the General Data Protection Regulation of the European Union (the “GDPR”) and the UK GDPR.

This is our privacy policy for residents in the European Economic Area (the “EEA”) and the UK on how we process and protect your personal data who use our MAINICHI AUCTION. We may revise this privacy policy from time to time. You can obtain the latest version of this policy on our site.

1. RESPONSIBLE CONTROLLER

When we determine the purposes and means of processing your personal data, we are the data controller and responsible for protecting your rights regarding personal data.

2. HOW WE PROCESS YOUR PERSONAL DATA

As we provide you with our services, we collect, use, store, generate or disclose to third-parties (hereinafter collectively referred to as “process”) your personal data for the following purposes:

- (1) To manage users of the auction website.
 - i. Categories of your personal data we process: Login ID Password, Name, Residential address, email address, telephone number, Date of Birth, Company Name, Company Location, gender,
 - ii. Lawful basis: the processing is necessary for the performance of a contract and for the purpose of our legitimate interest, i.e. to comply with the Secondhand Goods Business Act, etc.
 - iii. Period for which we store your personal data: The longer of the user registration period and the period stipulated by law.
 - iv. Recipients we disclose your personal data to: our service providers and contractors that assist us in providing this service.

(2) To manage item transactions.

- i. Categories of your personal data we process: Date of transaction, Transaction Party, Details of the transaction, Facial picture(s), Official ID (e.g., driver's license, passport)
- ii. Lawful basis: the processing is necessary for the performance of a contract and for the purpose of our legitimate interest, i.e. to comply with the Secondhand Goods Business Act, etc.
- iii. Period for which we store your personal data: the period stipulated by law.
- iv. Recipients we disclose your personal data to: our service providers and contractors that assist us in providing this service.

(3) To manage auction sales.

- i. Categories of your personal data we process: Date of auction, Transaction Party, appraisal value, bidding price/tender price
- ii. Lawful basis: the processing is necessary for the performance of a contract and for the purpose of our legitimate interest, i.e. retaining auction transaction history for a certain period of time ensures the legitimate, real, and concrete interest of ensuring the fairness of transactions and promptly responding to customer enquiries.
- iii. Period for which we store your personal data: as long as necessary for purpose.
- iv. Recipients we disclose your personal data to: our service providers and contractors that assist us in providing this service.

(4) To deliver and settle payment for items

- i. Categories of your personal data we process: Name, shipping address, telephone number, description of the item(s), bank account information
- ii. Lawful basis: the processing is necessary for the performance of a contract.
- iii. Period for which as long as necessary for purpose.
- iv. Recipients we disclose your personal data to: our service providers and contractors that assist us in providing this service.

(5) To distribute and deliver magazines, catalogues, etc., by e-mail or post.

- i. Categories of your personal data we process: Name, shipping address, email address
- ii. Lawful basis: your consent. You can withdraw your consent at any time. Your withdrawal of consent does not affect the lawfulness of our processing of your personal data based on consent before its withdrawal. The processing is necessary for the performance of a contract.
- iii. Period for which we store your personal data: as long as necessary for purpose
- iv. Recipients we disclose your personal data to: our service providers and contractors that assist us in providing this service.

(6) Usage analysis and function improvement

- i. Categories of your personal data we process: Source IP address (IP geolocation), browser type/version, operating system/version, the pages served, time, the web page visitor comes from, and other technical data about visitors' usage of the Website (including device Identifiers)
 - ii. Lawful basis: your consent. You can withdraw your consent at any time. Your withdrawal of consent does not affect the lawfulness of our processing of your personal data based on consent before its withdrawal.
 - iii. Period for which we store your personal data: twenty-six (26) months.
 - iv. Recipients we disclose your personal data to: our contractors that assist us in analyzing service usage data.
- (7) To improve the Website security (to detect and prevent unlawful use and security breach of the Website)
- i. Categories of your personal data we process: Source IP address (IP geolocation), browser type/version, operating system/version, the pages served, time, the web page visitor comes from, and other technical data about visitors' usage of the Website (including device Identifiers)
 - ii. Lawful basis: legitimate interest, i.e. to maintain and improve the website security.
 - iii. Period for which we store your personal data: as long as necessary for purpose
 - iv. Recipients we disclose your personal data to: our service providers and contractors that assist us in providing this service.

3. SENSITIVE PERSONAL DATA

We usually do not collect and/or use sensitive categories of your personal data as defined in Articles 9 or 10 of GDPR / UK GDPR on our service.

4. JOINT CONTROLLERS / PROCESSORS AND DATA SHARING WITHIN THE SBI MAINICHI ART GROUP COMPANIES

We may share your personal data with the following companies for the purposes of providing services to you, facilitating our operations, and managing risks and compliance across the group. Such information sharing is carried out in accordance with the applicable GDPR / UK GDPR and the Act on the Protection of Personal Information of Japan, and is based on intra-group joint-use agreements or joint controller agreements. In addition, data sharing within the group is conducted on the basis of the adequacy decision for Japan, and your personal data is protected at a level equivalent to the standards under the GDPR / UK GDPR and related data protection laws. A summary of the joint controller arrangement can be provided upon request.

- Parent company: SBI Mainichi Art Holdings Co., Ltd.
- Affiliated company: SBI Art Auction Co., Ltd., SBI Art Port Co., Ltd.

- i. Categories of your personal data to be shared: your name, contact details (address, telephone number, email address), transaction history, information on registration, bidding and purchasing of artworks, information necessary for the provision of services, and other related information necessary to achieve each of the purposes listed in “2. How we process your personal data” (in accordance with the data categories and retention periods described in that section).
- ii. Lawful basis: the processing is necessary for the performance of a contract and for the purpose of our legitimate interest
- iii. Period for which we store your personal data: as long as necessary for purpose.
- iv. Roles: We, our parent company and our affiliated company may jointly determine the purposes and means of processing in relation to the facilitation of operations and group-wide risk management and compliance, in which case we will be joint controllers within the meaning of Article 26 of the GDPR. We, our subsidiary company and our affiliated company will act as processors within the scope of the processing carried out for the provision of services to you and the facilitation of operations, in accordance with Article 28 of the GDPR. We will enter into the necessary data processing agreements and implement appropriate technical and organisational security measures.
- v. Single contact point: Within the joint controller framework, we have designated the representative set out in “8. EU REPRESENTATIVE / UK REPRESENTATIVE” as the single contact point for the exercise of data subject rights. Notwithstanding the arrangements between joint controllers, you may also exercise your rights under the GDPR / UK GDPR against each joint controller. The EU representative / UK representative acts as a contact point and forwards any requests or complaints it receives to us (and the relevant joint controllers). The representative does not assume the status or responsibilities of a controller. We will normally respond within one month (this may be extended by up to two months in the case of complex requests, in which case you will be informed). You may also lodge a complaint with the supervisory authority of your place of residence.

5. COOKIES

A cookie is a small text file that our website sends to your terminal device for the purpose of keeping certain records.

By using cookies:

- (1) Your terminal devices (e.g. browsers) remember your preferences (e.g. language used) and activities (e.g. login status, etc.) on our website so that we can deliver a personalized and better user experience on our website (essential cookies);
and
- (2) We keep track of your interactions with our website, giving us useful and important insight for improving our website (performance cookies).

A cookie identifies your terminal device, typically your web browser, but it cannot identify your individual identity.

6. TRANSFER TO NON-EU COUNTRIES

(1) Transfers to contractors, etc.

We may engage third-party contractors, which assist us in processing your personal data for the purposes described above. These contractors are established and located in Japan and the United States. When the Recipients are located in Japan, your personal data is protected in accordance with the Act on the Protection of Personal Information of Japan. The European Commission and the UK have decided that Japan ensure an adequate level of data protection (the “Adequacy Decisions”) and that personal data can be lawfully transferred to Japan without requiring any specific authorization.

In the event that we transfer your data to an entity located outside the EEA, the UK or Japan, we protect your rights with personal data by virtue of a data transfer contract with the relevant recipient in accordance with the GDPR / UK GDPR, which imposes on such recipients contractual obligations to ensure an adequate level of data protection equivalent to those laid down by the GDPR/ UK GDPR.

(2) Transfers in connection with intra-group sharing within the SBI Mainichi Art group

Where personal data is shared within the group, transfers to recipients located in Japan are treated as transfers based on the adequacy decisions adopted by the EU and the UK.

For transfers from the EEA or the UK to recipients located in third countries other than Japan, we will, for transfers from the EEA, verify the recipient’s self-certification that it implements protections equivalent to those of the EU, and, for transfers from the UK, implement appropriate transfer safeguards such as the IDTA or UK Addendum. We will inform you, upon request, how copies of these safeguards can be obtained.

7. YOUR LEGAL RIGHTS

Provided that certain conditions are met, you have legal rights to request from us the following:

- Revocation of a previously given consent to our processing of your personal data
- Access to your personal data and to certain supplementary information covered by this policy
- Rectification of your personal data if inaccurate or incomplete
- Erasure of your personal data in certain circumstances
- Suspension of using your personal data in certain circumstances
- Stopping processing your personal data in certain circumstances and
- Obtaining your personal data in a structured, commonly used, and machine-readable format.

If you wish to exercise your rights, please contact us.

8. COMPLAINT

If you are from EEA and UK, you can lodge complaints about our way of processing your personal data with the data protection supervisory authorities of your country of residence.

9. EU REPRESENTATIVE/UK REPRESENTATIVE

As we are based outside of the EU/UK, Article 27 GDPR/UK GDPR requires that we appoint an EU representative/UK representative to handle certain data subject requests and queries. In compliance with this, we have appointed DataRep to act as our representative. Any queries requiring the input of our representative should please be directed to them as follows:

How to contact SBI Mainichi Art Holdings Co., Ltd. via their Data Protection Representative

<https://www.my-auction.co.jp/en/pdf/representativecontactsummary.pdf>

10. INQUIRY

MAINICHI AUCTION INC.

TOC Ariake Bldg. #W-5F, 3-5-7 Ariake, Koto-ku, Tokyo 135-0063, JAPAN

Tel: +81-3-3527-7330

Telephone calls are received Monday through Friday from 10:00 a.m. to 6:00 p.m. (JST)

E-mail: inquiry@my-auction.co.jp

The Information Desk is closed on weekends, public holidays in Japan, and during the year-end and new-year period.