

Privacy Policy

This Privacy Policy applies to the "Official Himeji Tour Booking Website" (himeji-kanko.tourbooking-japan.com), operated by the Himeji Convention & Visitors Bureau (hereinafter referred to as "the Bureau").

The Bureau considers the protection of your privacy to be of the utmost importance. This page provides information on how we collect, use, and protect the personal information of visitors to our website.

Personal information provided by users

In order to provide users with better service, the Bureau collects personal information from users such as their name, address, phone number, and email address on certain pages like our contact form, which is provided by users.

For users utilizing our tour booking services, the Bureau and its system providers may also collect additional necessary information, including but not limited to: nationality, passport details (where required by law or safety regulations), travel/itinerary details, accompanying guest information, and payment-related data (processed securely through our designated payment gateway providers; the Bureau does not store credit card numbers on its servers).

What we use personal information for

The purpose for which any personal information will be used is described on each page on which you may be asked to provide it. The Bureau will not use your personal information for any purpose other than that described on that page.

For booking services, personal information will be used to process and confirm reservations, issue vouchers, process payments and refunds, detect and prevent fraudulent transactions, and contact users regarding critical updates or emergencies related to their booked activities. Additionally, operational data (such as reservation completions) may be used in an aggregate, pseudonymized form to measure and optimize the effectiveness of our online advertisements.

Providing information to third parties & secondary usage

In order to fulfill reservation requests made on the tour booking website, the Bureau will provide the necessary personal information (such as name, contact details, and booking specifications) to the respective local tour operators, accommodation facilities, activity

providers, and financial institutions/payment processors. These third parties are strictly authorized to use your information solely for the purpose of delivering the requested services and securing transactions.

Furthermore, we utilize conversion tracking tags provided by third-party advertising platforms (Google and Meta) to measure advertising effectiveness, as well as embedded services such as YouTube videos and Google Maps. As a result, certain browsing behaviors, interaction data with embedded content, and reservation completion data on this website are transmitted to these third-party platforms and processed in accordance with their respective privacy policies

However, we may disclose your personal information without your permission when it is necessary to do so in an emergency to protect human life or human rights, or when cooperating with requests made by judicial institutions, police, or other public agencies in order to comply with other laws and regulations.

About tools for analyzing site access

This website uses Google Analytics to improve our services.

Google Analytics uses cookies to collect information about users, and the collection of user information is conducted in accordance with Google's privacy policy.

Please refer to the Google Analytics website for an explanation of the terms of use and privacy policy for Google Analytics.

The Bureau will not be liable for any damages resulting from the use of Google Analytics services.

About our handling of personal information

The Bureau carefully manages the personal information provided by visitors to this website to ensure it is neither lost or damaged. In addition, personal information is stored in an environment that can only be accessed by the Bureau's website administrator, and strict security measures are taken to prevent the information from being leaked to third parties or altered by outside parties. In the event that this bureau outsources operations related to the operation of this website or the use or management of your personal information, it will strictly supervise and manage the handling of personal information by the outsourced company.

About user responsibility

This website may contain links to other websites. Please refer to other websites for their respective policies on the use of personal information. Users agree to use this website at their own risk. The Bureau assumes no responsibility for any damages resulting from the use of information obtained from this website or other websites linked to this website using your personal information. This bureau may review and revise the above policy from time to time. All revisions will be posted on this page.

About International Privacy Regulations (including EEA/UK Residents)

If you are a resident of the European Economic Area (EEA) or the United Kingdom, you have specific rights under the General Data Protection Regulation (GDPR) and applicable laws. These include the right to access, rectify, or erase your personal data, the right to restrict or object to certain processing, and the right to data portability.

Our legal basis for processing your booking data is the performance of a contract to which you are a party. We retain your personal data only for as long as necessary to fulfill the purposes outlined in this policy or to comply with statutory legal and financial retention obligations under Japanese law. You may exercise your rights or withdraw your consent at any time by contacting us using the information provided below.

About California Privacy Rights (CCPA/CPRA)

If you are a resident of California, the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), grants you specific rights regarding your personal information.

Right to Know and Access: You have the right to request information about the categories and specific pieces of personal information we have collected, used, and disclosed over the past 12 months.

Right to Delete: You have the right to request the deletion of your personal information collected by us, subject to certain legal exceptions.

Right to Correct: You have the right to request the correction of inaccurate personal information.

Right to Opt-Out of Sale or Sharing: We do not sell your personal information for monetary consideration. However, using third-party advertising tags (such as Google and Meta) for cross-context behavioral advertising may be considered "sharing" under California law. You have the right to opt-out of such sharing.

Non-Discrimination: We will not discriminate against you for exercising any of your privacy rights.

To exercise your rights, or to opt-out of advertising-related data sharing, please use our Cookie Consent Banner ("Do Not Sell or Share My Personal Information") or contact us via the contact information below.

About requests to release, correct, suspend use of, or delete information

The Bureau will promptly respond to requests made by users to release, correct, suspend use of, or delete their own personal information, in accordance with the law.

Cookie Policy

This website uses cookies and similar technologies to ensure site functionality, analyze traffic, and deliver personalized content or advertisements. When you first visit our website, a Cookie Consent Banner will appear, allowing you to manage your cookie preferences. You may accept or reject non-essential cookies, or customize your settings at any time by clicking the "Cookie Settings" link at the bottom of this website.

What are cookies?

A cookie is a text file containing a small amount of information that is sent to your web browser when you visit a website. Cookies are stored on your computer (or other Internet-enabled device, such as a smartphone or tablet) and can be used to track your behavior and preferences (login, language, other preferences, etc.) over a period of time on a website you visit, and to return to a site or navigate from one page to another. This makes it so that the user doesn't have to re-enter this information when returning to the site or navigating from one page to another.

Cookies typically contain the name of the website from which the cookie was generated, the lifetime of the cookie (i.e., how long it is stored on the device), and a value (usually a randomly generated unique number).

There are two types of cookies: "permanent" (in which the cookie remains on the device even if the user goes offline) and "session" (in which the cookie is deleted when the browser is closed) cookies.

How this site uses cookies

We use cookies to track and understand how users interact with the web site, to analyze site performance, and to make future improvements. We may also use cookies to deliver relevant advertising. Cookies cannot reveal a user's name, e-mail address, or any information about

the user's computer.

About third party cookies

The Bureau uses cookies that provide information to partners like Google in order to analyze the data. Partner organizations may use this information in combination with other information that users have provided directly to each organization on their respective platforms. For example, we use Google Analytics to analyze anonymous aggregate data statistics about traffic to the site. Using this data, we can better understand things like the pages most viewed by visitors, which helps us optimize the website and provide more relevant content to visitors in the future.

The cookies we use

Performance cookies: Google Analytics compiles anonymous statistical information about a user's interaction with the site.

Functional and Advertising Cookies (Embedded Content): We embed YouTube videos and Google Maps on this website to enhance your user experience. When you play an embedded YouTube video or interact with Google Maps, Google/YouTube may set cookies on your device to enable video playback, measure video performance, remember user preferences, and serve targeted advertising in accordance with Google's Privacy Policy. These cookies are loaded only when you consent to functional/marketing cookies via our Cookie Consent Banner.

Managing user cookies

Users of this website have the right to withdraw their consent to the use of cookies as described above at any time. If you disable cookies on your browser, you may not be able to use all of the features available on this website. Disabling cookies does not delete existing cookies stored in your browser. To delete them, please refer to your browser's settings and help pages.

About Google Analytics, etc. cookies

For more information, please refer to the information on the following third party sites.

1. Google Analytics

[\[UA\] Security and privacy in Universal Analytics \[Legacy\] - Analytics Help](#)

[Google Analytics opt-out browser add-on - Analytics Help](#)

2. About YouTube and Google Maps and other similar ways of using cookies:

[How Google Uses Cookies – Policies and Terms – Google](#)

[Managing Online Safety and Privacy - Google Safety Center](#)

For inquiries about our privacy policy

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