

“SAMURAI SPIRIT TOURISM”
Social Media Utilization Guidelines

This guideline applies to those who manage the “SAMURAI SPIRIT TOURISM” official account (hereinafter referred to as “official account”) and all those using the official account (hereinafter referred to as "users").

1 Object of using social media

To utilize social media to share the "SAMURAI SPIRIT” in Fukushima Prefecture to a wide audience.

2 Account management

(1) Official account manager

Fukushima Prefecture Tourism Exchange Bureau Tourism Exchange Division

(2) Contents of posts

As for the posts to the official account, the manager and the user have an obligation to post appropriate information and pay particular attention to not post the following contents.

(A) Contents that violate or may violate laws or regulations.

(B) Contents that slander certain individuals or organizations.

(C) Contents whose goals include political or religious activities

(D) Contents that infringe intellectual property rights of a third party, such as copyright, trademark right, or portrait rights.

(E) Contents whose goal includes advertisement, publicity, sales activities, and other profit-making.

(F) Contents that discriminate or encourage discrimination of race, thoughts, or beliefs, etc.

(G) Contents that transgress public order or morality.

(H) Contents that include falsehood and contents that are mere rumors or encourage rumors.

(I) Contents that violate privacy, such as contents that identify, disclose, leak personal

information without consent.

(J) Contents that include harmful contents.

(K) Contents that are inappropriate such as contents that include pornographic expressions.

(L) Continuous postings in a short period of time from the same user.

(M) Other contents that may be deemed undesirable to publish.

(N) Website addresses that include the content that falls under (A) to (M) above.

(3) Response to posted comments

(A) The manager must respond to comments posted through social media as needed.

However, it does not guarantee that the manager will browse through all posts and reply to it.

(B) If the posted comments fall under 2 (2), it may be deleted without notice.

3 Copyright

(1) The copyrights of the documents, pictures, illustrations, images, etc. that are posted on the official account belong to "SAMURAI SPIRIT TOURISM."

(2) The copyright of some photographs, illustrations, images, etc. is owned by the original author.

(3) This information cannot be reproduced or diverted without permission, except in cases where it is permitted under the copyright law such as "reproduction for private use" or "quotation."

(4) It is permitted to share the website address of the official account or sharing information using the share function of each official account.

4 Disclaimer

(1) The websites and information of other organizations or individuals that are linked or shared from the official account are managed by the responsibility of the respective manager, and is not under the management of "SAMURAI SPIRIT TOURISM." "SAMURAI SPIRIT TOURISM" is not liable for any loss or damages caused by the use of these websites and information of other organizations or individuals.

(2) "SAMURAI SPIRIT TOURISM" bears no responsibility for the contents posted by the users. "SAMURAI SPIRIT TOURISM" also does not bear any responsibility for the

loss or damages caused to users or third parties due to troubles between users, or between users and third parties.

5 Other

- (1) The manager must comply with the relevant local laws including the Local Public Service Act and the provisions concerning the staff's duties, etc.
- (2) The users must pay special attention so they do not infringe the rights of others, such as copyright, portrait rights, and privacy rights.
- (3) The users must comply with the terms of use of the media to be used.
- (4) The users must use in accordance with social common sense and manners (including manners on the internet, including so-called netiquette).
- (5) The contents of this guideline may change without notice.