

# Sendai Tourism, Convention and International Association (SenTIA) MICE Division, MICE Promotion Section LinkedIn Operation Policy

## 1. Purpose

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This policy is based on the Sendai Tourism, Convention and International Association (SenTIA) MICE Division, MICE Promotion Section (hereinafter referred to as "Sendai Tourism, Convention and International Association") social media LinkedIn account <https://www.linkedin.com/company/sendai-convention-bureau>. Please use this social media service after agreeing to the operation policy.

## 2. Basic Policy

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The purpose of this social media account is to disseminate information in English related to MICE in Sendai, such as the Sendai Tourism, Convention and International Association's support menu, updates on subsidies, and topics in the MICE industry, in order to deepen the understanding of overseas MICE organizers and participants. The purpose of this social media is to disseminate information, and in principle, no replies will be made. Please feel free to send your comments and questions to the person in charge listed at the bottom of this policy.

## 3. Operation Procedures

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This social media account will be operated as follows:

### (1) Information to be Transmitted

- Information on what's new from the Sendai Tourism, Convention and International Association.
- Introduction of Sendai's unique venues and support menu, etc.
- Information on Sendai's strengths and characteristics (PR videos, disaster prevention, education, nature, history, accessibility, etc.).
- Information about subsidies.
- Topics related to trends in the MICE industry (e.g., sustainability, hybrid meetings, COVID-19 safety measures, etc.).
- Information on major conventions and welcome messages.
- Voices of convention attendees (e.g., interviews with MICE professionals and convention attendees)
- Articles related to MICE activities in Sendai by JNTO, etc.

## (2) Response to Emergencies, etc.

In the event of an emergency, such as an “outbreak of criticism or arguments”, “hacking” or an incident that requires a different response than normal, the Sendai Tourism, Convention and International Association will take appropriate action, such as deleting comments, suspending accounts, or reporting the incident to LinkedIn.

## 4. Disclaimer

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1. The Sendai Tourism, Convention and International Association does not guarantee the accuracy, completeness, usefulness, etc. of the posted information.
2. The Sendai Tourism, Convention and International Association shall not be liable for any damages incurred by users or third parties as a result of their use of or reliance on the information posted on this social media account.
3. The Sendai Tourism, Convention and International Association shall not be responsible for any content posted by users.
4. The Sendai Tourism, Convention and International Association shall not be liable for any damages incurred by users or third parties due to problems between users or between users and third parties.
5. The Sendai Tourism, Convention and International Association shall not be liable for any damages arising from or in connection with matters related to this social media account other than those mentioned in 1 through 4 above.
6. The Sendai Tourism, Convention and International Association reserves the right to change this operation policy without prior notice.

## 5. Prohibited Items

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When using our social media service, please refrain from posting comments with the following content. Please be aware that if a user's post is deemed to fall under any of the following categories, the post may be deleted or the user's account may be blocked without prior notice to the user.

1. Any content that defames or slanders a specific individual, company, country, or region.
2. Any content that is false or untrue, such as impersonating another person or organization, including City of Sendai and the Sendai Tourism, Convention and International Association.

3. Any content that is intended for advertising, publicity, solicitation, sales activities, or other commercial purposes.
4. Any content that may infringe on the intellectual property rights (copyrights, trademarks, portrait rights, etc.) of City of Sendai, The Sendai Tourism, Convention and International Association, or any third party.
5. Any content that violates or may violate laws, regulations, or ordinances.
6. Any content that is or may be against public order or morals.
7. Any content that is related to personal privacy, such as identifying, disclosing, or leaking personal information without the consent of the individual.
8. Harmful programs such as malware or computer viruses.
9. Inappropriate contents including obscene expressions.
10. Any content that violates the LinkedIn Terms of Service.
11. Other content that the City of Sendai and the Sendai Tourism, Convention and International Association deem inappropriate, such as content that disadvantages others by inappropriately including it in the operation of this social media.

## 6. Intellectual Property Rights

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Intellectual property rights related to individual information (text, photographs, illustrations, etc.) posted on this social media belong to the Sendai Tourism, Convention and International Association or the original author(s). Except for cases permitted under copyright law, such as "duplication for personal use" and "quotation," the contents of this social media may not be duplicated or reused without permission.

## 7. Personal Information

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We will handle the collection, use, provision, and management of personal information on this social media account appropriately as described below in accordance with the Personal Information Protection Regulations, and will make every effort to ensure that everyone can use the social media service with peace of mind.

1. Personal information is information that can be used to identify a specific individual, such as address, name, telephone number, e-mail address, etc.
2. When the Sendai Tourism, Convention and International Association collects personal information through this social media service, it is based on the principle that the user provides the information voluntarily. When collecting personal information, the purpose of

use will be specified and clearly indicated. Personal information shall be collected only to the extent necessary to achieve the specified purpose of use.

3. Personal information collected will be used within the scope of the purpose of use specified in advance. Personal information will not be used or provided for purposes other than those specified, except in certain cases specified in the Sendai Tourism, Convention and International Association Personal Information Protection Regulations, such as when the consent of the individual concerned is obtained (e.g., when required by law, or when deemed urgent and unavoidable to protect the life, body, or property of an individual).
4. The Sendai Tourism, Convention and International Association will strictly manage the personal information collected, and will take appropriate measures to prevent leakage, misappropriation, falsification, etc. Personal information that is no longer required to be stored for the purpose of use will be deleted immediately and securely.

## 8. Dissemination of Operation Policy

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This social media (LinkedIn) operation policy will be posted on the Sendai Tourism, Convention and International Association website.

### **[Inquiries]**

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