

Privacy Policy

The Secretariat for VISIT JAPAN Travel & MICE Mart 2026 (to be undertaken by JTB Corporation, hereafter referred to as "the Secretariat") will in the course of VISIT JAPAN Travel & MICE Mart 2026 handle all information provided by its registrants as specified below:

- As per the standards for handling personal information for the Secretariat (JTB Corporation) and the organizer (JNTO)
 - * JTB Corporation Personal Information Protection Policy: <https://www.jtbcorp.jp/en/privacy/>
 - * JNTO's Privacy Policy: <https://www.japan.travel/en/privacy-policy/>
- In order to properly handle the information obtained, the Secretariat shall assign an Information Handling Manager to instruct and supervise the Secretariat staff that handle information on those who registered at VJTM&VJMM, and ensure the prevention of leaks and falsification of information, and acts of illegal intrusion.
- The Secretariat shall classify the information it handles into the following two groups: [1] "General Information" that includes corporate information (e.g., name, line of business, area of business) of your company or organization, information that can identify the registrant (e.g., address, telephone number, email address of the registrant), and the name of the person in charge; [2] "Special Information" that includes details of appointment requests submitted by registrants for individual business meetings, the other parties that have closed deals with registrants, business meeting schedules, and the results of business meetings.
- "General Information" will be disclosed only to registered participants as necessary for submitting business meeting requests between registrants. However, the buyers' "General Information," specifically the "Company/Organization Name" and "Country/Region," may be provided to prospective buyers, sellers, and other parties considering participation.
- "Special information" will be exclusively used for improving the arrangement of matching and future business meetings and shall not be used, provided or published for any purpose other than arranging business meetings.
- The Secretariat will collect information required for international buyers to enter Japan and join business meetings and FAM trips, such as registrants' names, addresses, email addresses, emergency contact details, sex, whether they are insured or not, what they are allergic to, eating habits, and information about flights they may have reserved along with their passport numbers, nationalities, dates of birth, and other special considerations. The above information will be supplied by the organizer, Japan National Tourism Organization (JNTO), to Nippon Travel Agency Co., Ltd. (NTA), one of the contractors under VISIT JAPAN Travel & MICE Mart 2026. NTA will use such personal information to arrange accommodation and transportation during the programs of business meetings and FAM trips and to contact the registrants.
- The above information will be retained as per the Secretariat's strict security and confidentiality standards. No member of the Secretariat, no staff member of any entity other than the Secretariat, no outsourcee, and no other party unauthorized to handle any such information will share that information with anyone other than the organizer (JNTO).
- The Secretariat will destroy the above information promptly after the period in which it is stipulated that the said information will be maintained has expired.
- Responses to requests made by registrants regarding inquiries on and corrections to personal information shall only be made after the Secretariat confirms that the persons who made said requests are indeed registrants, by using the method stipulated by the Secretariat.
- The Secretariat shall comply with Japanese laws and other regulations applicable to personal information possessed by the Secretariat, review the contents of the Privacy Policy as appropriate, and make utmost efforts to improve it.

Please review this policy and ensure you understand the following information.

All information provided through this application ("General Information" and "Special Information") will be provided to and shared with the organizer (JNTO) and the secretariat, both of which are located in Japan, for the purposes of conducting the business meetings and matchmaking and managing travel arrangements to Japan. This information will be stored and managed on servers located in Japan or under management systems within Japan.

Publication of past participation records

In announcements regarding next year's VISIT JAPAN Travel & MICE Mart, the organizer (JNTO) may publish Company/Organization Name and Country/Region as past participation records on its website and other platforms (the names of people will not be published).