

# **Cookie Policy**

## **1. What is a Cookie?**

A Cookie is a text file created on your device when you visit a website. It stores information sent from the website you visit. When you return to a webpage you have visited before, the website can identify you via the Cookie so you do not need to input the same information again, making the website more convenient to use.

## **2. Why does JR East use Cookies?**

East Japan Railway Company (hereinafter referred to as "JR East"), uses Cookies for the following purposes.

### **1.1 For authentication**

JR East uses authentication Cookies to keep you logged in, in order to provide our services smoothly. For example, when you move between webpages on our ticket purchasing website, re-authentication of your account is not needed within a specific period of time by using the use of Cookies.

### **1.2 To maintain session state**

JR East uses Cookies to retain session information when you use our webpages. For example, we can identify you using the session ID stored in a Cookie .

### **1.3 To limit operations**

JR East uses Cookies to limit the operations when you use our webpages. For example, we use Cookies to prevent duplicate answers in a survey.

### **1.4 For analytics, and performance improvement**

JR East uses Cookies to make our services more user-friendly by analyzing how customers use our website. For example, we look at the number and duration of your visits to our webpages and we revise the content and provide the information customers are interested in. We can grasp details such as the response time of each webpage and identify which webpages and functions need to be improved.

### **1.5 For advertising**

JR East uses Cookies to improve the relevance of the advertisements display for products and services. For example, your search history within our website is stored in a Cookie. Based on that information, we provide advertisements for products and services that customers are interested in.

### **3. How this website uses Cookies**

This website uses Cookies for authentication, to maintain session state, to limit operations, for analytics and performance improvement, and for advertising.

Third-party Cookies are included in the Cookies used on this website. We use third-party Cookies to collect information about users' activities on our website, such as information about the webpages visited and about the computers that access our website etc. (such as the device's unique ID, IP address, operating system and browser type), and analyze that information. For further details on how these companies use information, please refer to the following webpages.

- ① Google Analytics (<https://policies.google.com/>)
- ② Ptengine (<https://www.ptengine.jp/terms-of-use>)

The privacy policies of these third parties make it possible to opt out and delete the cookies.

- ① Google Analytics (<http://www.google.com/policies/privacy/>)
- ② Ptengine (<https://www.ptengine.jp/privacy-policy/opt-out>)

The retention periods for Cookies used by JR East are listed below according to their purpose.

- 48 hours for authentication cookies
- Until the browser is closed, or 48 hours, for Cookies used to maintain session state
- 120 days for Cookies to limit operations
- A maximum of 7 days for Cookies used for analytics and to improve performance
- A maximum of 120 days for Cookies used for advertising

### **4. Cookie use, and consent**

Authentication Cookies are used when you log in to our website. When you view our webpage and press the "I agree" button regarding the use of pop-up screen Cookies, you shall be deemed to have agreed to our use of Cookies during your use of our services.

### **5. How to disable Cookies**

You can change the settings for sending and receiving Cookies at any time via your

browser settings. The method varies depending on each browser. Please refer to the support page of the company whose browser you use. The support pages of the popular browsers are listed below.

Internet Explorer:

<https://support.microsoft.com>

Firefox:

<https://support.mozilla.org>

Chrome:

<https://support.google.com/chrome/>

Safari:

<https://support.apple.com>

Please note that if you choose to reject the use of Cookies, your use of various services on our website may be restricted. For example, some functions may not work, or you may be unable to access services that require authentication.

## **6. Revisions to our Cookie Policy**

This Cookie Policy may be revised without prior notice if necessary. The revised Cookie Policy will be posted on our website.

## **7. Precedence of Japanese Version of Cookie Policy**

This Cookie Policy was originally prepared in the Japanese language. In the case of any conflicts regarding the interpretation of this Cookie Policy between the English-language version and the Japanese-language version, the Japanese-language version shall prevail.