

Privacy Policy for California Consumer Privacy Act

Last Updated: [01/26/2021]

Sanrio Company, Ltd. (“**Sanrio**”) may have occasion to collect and process personal information. If you are a California “consumer” within the meaning of the California Consumer Privacy Act of 2018 (“**CCPA**”), this Privacy Policy for California Consumer Privacy Act (“**CCPA Privacy Policy**”) applies to you.

1. **Sanrio’s Collection, Use, and Disclosure of Personal Information**

A. **Categories, Sources, and Purposes of Your Personal Information Collected or to Be Collected**

The table below describes the categories of Personal information (as listed in the CCPA) that Sanrio may collect, and has collected during the 12-month period prior to the effective date of this CCPA Privacy Policy.

Category of Personal Information Collected	Example
Identifiers	Name; contact information such as address, e-mail address, and phone number; and access data including IP address and cookies
Characteristics of protected classifications under California or federal law	Gender
Commercial information	Transaction information and purchase history
Internet or network activity information	Access logs, web beacons (also known as pixels), cookies, browsing history, and interactions with Sanrio’s websites
Geolocation data	Device location and IP location
Inferences drawn from any of the personal information listed above to create profile / summary about, for example, an individual’s preferences and characteristics	Individual’s preferences and characteristics

Business or Commercial Purposes. The following is a list of the business or commercial purposes for which the categories of personal information will be, or was, collected or used during the 12-month period prior to the effective date of this California Privacy Policy:

- Providing services to relevant clients;
- Legitimate business interests, such as undertaking business research and analysis or managing the operation of the business;
- Public relations, such as responding to inquiries;
- Engaging in marketing and business development activities in relation to the services. This may include sending client newsletters, marketing communications and other information that may be of interest to them;
- Defense of certain rights or interests;
- Compliance with legal and regulatory obligations that Sanrio has to discharge; and
- Managing customer relationships

Categories of Sources. The following is a list of the categories of sources from which personal information will be, or was collected during the 12-month period prior to the effective date of this California Privacy Policy:

- Directly from you
- Passively from your activities on Sanrio’s websites

B. Sharing of Your Personal Information

(A) Sale of Your Personal Information

Sanrio does not sell personal information and has not sold personal information during the 12-month period prior to the effective date of this CCPA Privacy Policy, including the personal information of minors.

(B) Disclosure of Personal Information for a Business Purpose

The table below describes: (i) the categories of personal information (as listed in the CCPA) that Sanrio may have disclosed for its operational business purposes during the 12-month period prior to the effective date of this CCPA Privacy Policy; and (ii) the categories of third parties to whom Sanrio has disclosed such personal information for its operational business purposes during the 12-month period prior to the effective date of this CCPA Privacy Policy.

Category of Personal Information Disclosed	Example	Third Parties to whom Personal Information Was Disclosed in the Last 12 Months
Identifiers	Name; contact information such as address, e-mail address, and phone number; and access data including IP address and cookies	Service providers including server management service providers, web analytics service providers, and web design service providers
Characteristics of protected classifications under California or federal law	Gender	Service providers including server management service providers, web analytics service providers, and web design service providers
Commercial information	Transaction information and purchase history	Service providers including server management service providers, web analytics service providers, and web design service providers
Internet or network activity information	Access data including access logs, web beacons (also known as pixels), cookies, browsing history, and interactions with Sanrio’s websites	Service providers including server management service providers, web analytics service providers, and web design service providers
Geolocation data	Device location and IP location	Service providers including server management service providers, web analytics service providers, and web design service providers

Inferences drawn from any of the personal information listed above to create profile / summary about, for example, an individual's preferences and characteristics	Individual's preferences and characteristics	Service providers including server management service providers, web analytics service providers, and web design service providers
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2. **Your Rights and Requests**

If you are a California consumer, you have certain choices regarding your personal information, as described below:

- I. **Access:** You have the right to request, twice in a 12-month period, that Sanrio disclose to you the following information Sanrio has collected, used, and disclosed about you during the 12 months preceding your request:
 - (I) The categories of personal information Sanrio collected about you;
 - (II) The categories of sources from which Sanrio collected such personal data;
 - (III) The business or commercial purpose(s) for collecting such personal information about you;
 - (IV) The categories of third parties with whom Sanrio shared such personal information; and
 - (V) The specific pieces of personal information Sanrio has collected about you;
- II. **Deletion:** You have the right to request that Sanrio delete certain personal information Sanrio collected from you.

How to Submit a Request. To make an access or deletion request (described above), please contact Sanrio by any of the following means:

- Calling 1-800-759-6454
- Sending an e-mail to customercare@sanrio.com
- Sending mail to Shinagawa-ku Osaki 1-11-1, Tokyo, Japan

Verifying Requests. To help protect your privacy and maintain security, Sanrio will take steps to verify your identity before granting you access to your personal information or complying with your deletion request.

Upon receiving an access or deletion request from you, Sanrio will first verify your identity by requiring you to submit information necessary to verify your identity, such as your name and e-mail address, depending on the service provided, and by matching the information you provide with what Sanrio already has on file.

If you use an authorized agent to make an access or deletion request on your behalf, Sanrio may require you to (1) provide the authorized agent signed permission to do so, (2) verify your own identity directly with Sanrio (as described above), and (3) directly confirm with Sanrio that you provided the authorized agent permission to submit the request.

Additional Information. If you choose to exercise any of your rights under the CCPA, you have the right to not receive discriminatory treatment by Sanrio. To the extent permitted by applicable law, Sanrio may charge a reasonable fee to comply with your request.

3. Changes to this CCPA Privacy Policy

Sanrio reviews and may change this CCPA Privacy Policy from time to time. The “Date last updated” at the top of this page states when this CCPA Privacy Policy was last updated; any changes will become effective upon Sanrio posting the revised CCPA Privacy Policy.

Sanrio requests you to bookmark and periodically review this CCPA Privacy Policy in order to ensure continuing familiarity with the most current version of this CCPA Privacy Policy.

4. Contact Sanrio

If you have any questions or concerns regarding this CCPA Privacy Policy or Sanrio’s privacy practices, please contact Sanrio at 1-800-759-6454 or customercare@sanrio.com.