

Privacy Policy

DOCOMO USA Wireless

Updated: March 1st, 2012

NTT DOCOMO USA, Inc. ("NTT DOCOMO USA," "we," "us") shares the concerns of users of our DOCOMO USA Wireless web site, located at <http://www.docomousawireless.com> (the "Site") about the protection of your personal information online. User privacy is extremely important to us.

The purpose of this privacy policy (the "Policy") is to help you understand what kinds of personally identifiable information we may gather about you when you visit the Site ("Visiting the Site" includes providing identifiable information in process of subscription on Services), whether you are a registered user of the Service (as defined below) or an unregistered user of the Site (the foregoing, collectively, "users"); how we may use that information; whether and to whom we will disclose it; and how you can correct or update it.

We note that this Policy sets forth our online information collection and use policies under U.S. law, and applies solely to our online information-gathering and dissemination practices in connection with the Site (and not with any other web site or service); this Policy does not apply to any of our practices conducted offline.

If you do not agree to the terms of this Policy, you should not use the Site. We reserve the right to update or modify this Policy from time to time, and such changes to the Policy will be effective immediately; therefore please bookmark this page and review it periodically to assure familiarity with the most current version of the Policy. You can tell if the Policy has been updated since you last reviewed it by checking the "EFFECTIVE AS OF" date at the beginning of the Policy. If we change our policy to allow use or disclosure of personal information in a way that, in our sole determination, is materially different from that stated in the policy at the time the data was collected, we will post notice in advance of the change.

The Site is intended for use by U.S. residents who are over the age of 18. We do not knowingly collect personally identifiable information from children (that is, minors younger than eighteen years of age). We encourage parents to monitor and participate in their children's activities on the Internet.

This Policy is the sole authorized statement of NTT DOCOMO USA's practices with respect to the online collection of personally identifiable information through the Site and

the use of such information. Any summaries of this Policy generated by third party software or otherwise (for example, in connection with the "Platform for Privacy Preferences" or "P3P") shall have no legal effect, are in no way binding upon NTT DOCOMO USA, shall not be relied upon in substitute for this Policy, and neither supersede nor modify this Policy. In the event of conflict between the terms of this Policy and any representations made in NTT DOCOMO USA's Terms and Conditions, the terms of this Policy will control.

This Policy is in the English language. Any translation of this Policy shall have no legal validity. In the event of any inconsistency between the English language version hereof and any translation of this Policy into another language, this English language version will govern.

Contents of This Policy

To assist you with your review of this Policy, we have provided links to each of the items addressed herein:

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What Personal Information We Collect

NTT DOCOMO USA collects personally identifiable information that you specifically and voluntarily provide on the Site (including, without limitation, via an email link on the Site) to NTT DOCOMO USA. Personally identifiable information ("PII") is information that identifies you as a specific individual, for example, your actual name, physical or email address, or phone number. (PII does not include information about your company or business, such as your company's name, address, telephone number, number of employees, or industry.

See the Section entitled "Other Information We Collect," below, for details regarding our collection and use of such information.) NTT DOCOMO USA collects PII from you when you register for the Service; make a purchase through the Site; correspond with us via email through the Site; participate in a survey through the Site; participate in a sweepstakes, contest, or other similar promotion through the Site; and as otherwise expressly noted on the Site (for example, when filling out forms on the Site).

The Site includes both public areas, open to all users, and private areas that are open only to registered users of NTT DOCOMO USA's proprietary DOCOMO USA Wireless service (the "Service"). In addition, the Site may offer users who may or may not be registered users of the Service, the opportunity to sign up to request email newsletters, bulletins, and other information from NTT DOCOMO USA.

How We Use the Personal Information We Collect

Generally, NTT DOCOMO USA uses PII that users provide to us through the Site in order to fulfill requests for products, services and/or information; provide customer service; offer new products or services; measure and improve the effectiveness of our Site and our marketing endeavors; tailor our online and offline offerings to your preferences; administer surveys; administer sweepstakes, contests, and other similar promotions; and achieve other business purposes as permitted under applicable law. Except as otherwise provided herein, NTT DOCOMO USA will not share PII collected from our users with third parties for marketing purposes.

Disclosures to Third Party Service Providers: NTT DOCOMO USA reserves the right to disclose PII to third party consultants, professional advisors, and contractors who perform

services on our behalf (including, without limitation, web site hosting, data analysis, mailing list management, hosted email, and other administrative and technical services), but we seek to limit such disclosures to the extent necessary for such third parties to perform such services. Disclosures for Legal and Other Purposes: NTT DOCOMO USA reserves the right to disclose PII concerning any user to third parties (including, without limitation, governmental entities), when NTT DOCOMO USA believes that user to be in violation of any published guidelines for the use of the Site, or participates or is suspected of participating in any illegal or potentially illegal activity. NTT DOCOMO USA also reserves the right to disclose PII concerning any user to third parties in order to comply with applicable law; in response to civil subpoenas or discovery requests; or when we believe in good faith that disclosure is required to protect the rights, property, safety, or security of NTT DOCOMO USA, our users, or the public, to enforce our Terms of Service and other policies, or to respond to an emergency.

Disclosures Pursuant to Transfer of Assets: In the event that we sell or otherwise transfer to a third party assets related either (a) to the Site or (b) to one or more of our parents, subsidiaries, and/or affiliated companies (the foregoing, collectively, the "Affiliated Companies") or one or more of our businesses or divisions, we reserve the right to also transfer to such third party any and all information (including, without limitation, any PII) collected through or otherwise associated with the Site and/or any business, division, or Affiliated company. However, all PII transferred to such third party shall be transferred subject to the usage restrictions contained in NTT DOCOMO USA's privacy policy.

Communications From NTT DOCOMO USA; Opting In

Opting In: NTT DOCOMO USA provides you with the opportunity to "opt in" to having your PII used for purposes of sending you marketing communications. Should you wish not to receive such communications, please do not "opt in." Should you wish to change your preferences regarding the receipt of marketing communications and materials that you receive from NTT DOCOMO USA, please refer to the paragraph below entitled "Correcting/Updating Your Personal Information and Preferences."

Marketing Communications From NTT DOCOMO USA: If you have "opted in" to receiving marketing communications from NTT DOCOMO USA, NTT DOCOMO USA may use your PII to provide you, via email or physical mail, with advertisements concerning products, services, special promotions, surveys, or other opportunities from NTT DOCOMO USA, the Affiliated Companies, and third parties, that we think may be of interest to you.

Note Regarding Certain Important Communications From NTT DOCOMO USA: Notwithstanding any other provision of this Policy, from time to time, in our sole discretion, we may communicate to you, whether by email or physical mail, important information regarding the use of the Site or changes to our terms, conditions, and policies to users who have provided us with PII. Because this information may be critical to your use of the Site, you will not be able to "opt out" of receiving these communications.

Other Information We Collect

Information About Your Computer and Your Site Activities: When a user comes to our Site we collect and aggregate information about the user's computer (such as its IP address, operating system, and browser software), and click-stream information — such as the URL of the web site, if any, from which the user followed a link to our Site, which pages of the Site were visited, the order in which they were visited, and which links were clicked — for the purpose of assessing our Site traffic and the effectiveness of our Site content, as well as to help diagnose problems with our servers.

Aggregated Information: NTT DOCOMO USA may collect and aggregate demographic information about users. For example, we may seek to aggregate information regarding the gender make-up, average age, and range of income levels of users in order to better service our user community. We may use such information in its aggregated form without restriction.

Information About Corporate and Other Organizational Customers: We may collect information pertaining solely to corporations, governmental or educational entities, or other business or not for profit entities, such as, for example, a company's address, telephone number, and web site URL. We may use any such corporate information without restriction. In an effort to better support our customers by delivering more relevant marketing communications, NTT DOCOMO USA may, on occasion, acquire third party information about businesses and other entities that are NTT DOCOMO USA customers. The company information we acquire may include number of employees, annual sales volume, company structure, and similar information. We may use this information to customize our corporate customers' online/offline experience and to supplement our internal sales information to better serve our corporate customers, their employees and agents.

Cookies and Web Beacons

Cookies: Upon visiting our Site we will assign your computer a unique ID in the form of a "cookie." A cookie is a text file containing information that our server places on your computer's hard drive, which NTT DOCOMO USA may associate with your PII when and if you supply us with PII through the Site. Cookies can contain various pieces of information that can be used to distinguish visitors to a particular web site in order to deliver better and more personalized services. Cookies are used by NTT DOCOMO USA for such purposes as facilitating and personalizing your Site experience, keeping track of the items, if any, in your shopping cart during your visit, helping diagnose problems with our servers, and administering our Site. We may use the information collected through cookies for marketing purposes to inform you of special offers, to better understand your needs, or to answer your questions.

If you have set your browser to warn you before accepting cookies, you may receive a warning message with each cookie that is served by the Site. Additionally, your browser may enable you to "refuse" cookies by changing your browser's preferences or options. Please note, however, that in order for the Site to function properly for you, you will be required to have cookies turned ON.

NOTE ON THIRD PARTY COOKIES: In the course of serving advertisements to the Site, our third party advertisers may also place or recognize unique cookies on your hard drive. Please see the Section below titled "Advertisers" for more information.

Web Beacons: Some Site pages and, if applicable, HTML-formatted email messages, may use so called "web beacons" or "pixel tags" (collectively, "Web Beacons") to compile aggregate statistics about web site usage. A Web Beacon is an electronic image, often called a single-pixel (1x1) or clear GIF, that is ordinarily not visible to site visitors. Web Beacons can recognize certain types of information on an individual's computer, such as an individual's cookie number, time and date of a page or image view, and a description of the page where the Web Beacon is placed. Web Beacons allow us and our third party advertisers to count users who have visited certain pages of the Site, to deliver branded services, and to help determine the effectiveness of promotional or advertising campaigns. When used in HTML-formatted email messages, Web Beacons can tell the sender whether the email has been opened.

Correcting/Updating Your Information and Preferences

If you would like to make changes to your PII or to your preferences regarding the use of your PII for marketing purposes, please visit <http://www.docomousawireless.com>. We

will use reasonable efforts to comply with your request. Please note that we may need to contact you in order to be sure that we are updating the appropriate information. When requesting that PII be updated or that your preferences be changed, please keep in mind that until the change is implemented, you may still receive email and/or physical mailings from us. Please note that we are not responsible for retracting your PII from Affiliated Companies, with whom we have shared your information pursuant to the terms and conditions of this Policy.

Sweepstakes and Promotions

We may from time to time offer sweepstakes, contests, or other similar promotions on the Site. Additional PII may be required in order to participate in such promotions, so that we may, for example, verify entrants' eligibility and identity and notify winners. Participation in such promotions is voluntary. If and when we sponsor such promotions, we will post relevant privacy information in the respective "official rules" and/or registration areas for such promotions. That privacy information, to the extent it conflicts with this Policy, will govern that particular sweepstakes, contest or promotion — please remember to read it carefully.

Other companies may offer sweepstakes, contests, or similar promotions through our Site. NTT DOCOMO USA is not responsible for any such promotions offered by third parties, including any information collection and use practices of such third parties. Please read all related terms and conditions carefully, or contact the applicable third party for more information. The collection and use of personal information in connection with such promotions is governed by such third party's privacy policies (if any), and not by the policies of NTT DOCOMO USA.

Advertisers

NTT DOCOMO USA may use third party advertising companies ("Advertisers") to serve advertisements on the Site. Please be advised that such Advertisers may use cookies, Web Beacons and other technologies to, among other things, enable such Advertisers to record which ads your browser has seen, and which Site pages you may have been viewing when the ads were delivered.

Third Party Sites

Third parties may collect information about you, through cookies or other technologies, when you follow links to their web sites from the Site. In addition, your Internet or other service provider(s) may collect information about or submitted by you while you use the Site or other web sites on the Internet. By using the Site, you acknowledge that we are not responsible for and do not monitor or control the information collection or privacy practices of these or any other third parties, and are not responsible for their practices or the content of their web sites or services. Even though information collected by such third parties might not identify you personally, we strongly encourage you to review the privacy policies of such third parties to understand how they collect and use information. **THIS POLICY DOES NOT ADDRESS THE PRIVACY OR INFORMATION PRACTICES OF ANY THIRD PARTIES.**

Affiliates and Related Companies

Please note that this Policy sets forth the online practices of NTT DOCOMO USA and does not set forth the policies of our Affiliated Companies or other related companies including, without limitation, NTT DOCOMO, Inc.), many of which have adopted their own privacy policies. **Security**

Please note that other than as expressly set forth herein, we cannot guarantee the security of our or our service providers' servers or of the means by which information is transmitted between your computer and our or our service providers' servers, whether through the Site, by email, or otherwise.

Questions Regarding This Policy

If you have any questions regarding this Policy, please contact us at wireless@docomo-usa.com.