

PRIVILEGED AND CONFIDENTIAL

Privacy Policy NTT DOCOMO USA, Inc. May 7, 2014

NTT DOCOMO USA, Inc. ("NTT DOCOMO USA," "we," "us") share your concerns about the protection of your personal information. User privacy is extremely important to us. The purpose of this privacy policy (the "Policy") is to help you understand what kinds of information we may gather about you, your mobile device and your service usage when you apply for service, purchase handsets and other service-related equipment, visit our web site, use our service or communicate with us about customer service or other matters. The Policy also describes how we may use your information; whether and to whom we will disclose it; and how you can correct or update it.

This Policy sets forth our information collection and use policies under the U.S. law, and applies solely to information collected from NTT DOCOMO USA customers and visitors to our website at <http://www.docomo-usa.com/jp/index.html> and <http://www.docomousawireless.com> (collectively, the "Site"), and not with any other web site or service. The Policy applies to such collection and use of information in connection with all services provided by NTT DOCOMO USA, including, but not limited to, DOCOMO USA Wireless Service, Data Card Rental, World Cellular Phone Rental and DOCOMO USA Navigator. In this Policy, we sometimes refer to all NTT DOCOMO USA services collectively as the "Service."

When you use this Site, apply for or use NTT DOCOMO USA service, or otherwise engage in activities that are covered by this Policy, you agree to the terms of this Policy. 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 determine, in our sole discretion, that a proposed change to this Policy is material, we will make a good-faith effort to notify existing subscribers to our service of that change before it becomes effective.

The Site is intended for use by those who are over the age of 18. We do not knowingly collect personal 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 collection and use of information in connection with NTT DOCOMO USA's services. 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.

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:

- What Information We Collect
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- Cookies and Web Beacons
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- Security
- Customer Proprietary Network Information (CPNI)
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What Information We Collect

NTT DOCOMO USA collects and uses various kinds of information in order to establish, provide and support its Service.

Some of the information we collect identifies you as a specific individual: for example, your name, physical or email address, phone number, Social Security number, driver's license number, credit card information, payment history, call detail records, history of service orders and communications with NTT DOCOMO USA, and customer account user names and passwords. In this Policy, we refer to such information as personally identifiable information, or PII. NTT DOCOMO USA collects PII from you when you register for the Service; make a purchase, through the Site or otherwise; correspond with us via email; 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). Our policies concerning collection and use of PII are set out below at Collection and Use of Personally Identifiable Information.

Other types of information we collect or transmit include aggregate customer and use data, company or business information, IP addresses and other device identifiers, location data and customer communications. Our policies concerning collection and use of these categories of information are set out below at Collection and Use of Other Information.

Collection and Use of Personally Identifiable Information

Generally, NTT DOCOMO USA uses PII that users provide to us, or that is collected through the Service, in order to provide and manage the Service; fulfill requests for products, services and/or information; respond to customer service inquiries; 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. Purposes for which PII may be shared or disclosed include: Disclosures to Third Party Service Providers: NTT DOCOMO USA reserves the right to disclose PII to third party consultants, professional advisors, distributors, and contractors who perform services on our behalf (including, without limitation, web site hosting, data analysis, call center operations, tax audit and preparation, billing, voice mail management, web system operation, sales agent, customer support, provisioning of DOCOMO USA Navigator service, handset manufacturers, mailing list management, email hosting, 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. We may also combine data that we collect online with data collected offline (such as through other services offered by NTT DOCOMO USA), or with data provided by other entities.

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 in 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, including interception orders and warrants; 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 usage restrictions that are consistent with this Policy..

Collection and Use of Other Information

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, International Mobile Station Equipment Identity or IMEI, 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, 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.

Mobile Device Location Data: NTT DOCOMO USA collects information concerning the physical location of mobile devices for a number of purposes, including the establishment and continuity of wireless communications between our customers' mobile

devices and wireless networks. Location data also is collected for emergency services and for location-based services provided by NTT DOCOMO USA and others, including our DOCOMO USA Navigator service. Where a location-based application is offered by NTT DOCOMO USA, we provide you with notice and choice concerning the activation of location-tracking features on your mobile device. Contents of Communications: We will not disclose the contents of customers' communications, including voice calls, voice mails, emails, and text messages, except as permitted or required by law.

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, text messaging, 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, text messaging, 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.

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. We do not track your activity when you are on third-party websites.

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 call NTT DOCOMO USA at 1-888-362-6661 for assistance. 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.

In addition, our service providers, including, without limitation, Google and Yahoo! Japan, use cookies and other technologies to serve ads to you when you are on third-party websites, based on non-personally identifiable information they have collected about your past visits to the Site and other, third-party websites. To learn more about this practice, including your choices with respect to it, visit www.google.com/settings/ads, <http://www.networkadvertising.org/choices/> and <http://www.aboutads.info/consumers>. Please also note that Yahoo! Japan may use the information collected from you in accordance with its own privacy policy. You may visit <http://www.yahoo.co.jp/> for more information.

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 communications transmitted by means of our Service or of information collected by or stored on the Site or other facilities.

Customer Proprietary Network Information (CPNI)

Some of the information collected by NTT DOCOMO USA in connection with its Service may be classified as customer proprietary network information, or CPNI. This is information that NTT DOCOMO USA obtains from you when providing telecommunications services, such as DOCOMO USA Wireless Service. CPNI includes the types of telecommunications services you purchase, how you use those services, call detail records and billing information concerning those services. CPNI does not include your telephone number, name and address.

NTT DOCOMO USA uses your CPNI to offer additional services of the type to which you already subscribe, and to offer you products, discounts and promotions from NTT DOCOMO USA that may be different from those services to which you already subscribe.

NTT DOCOMO USA's technologies, practices and procedures are intended reasonably to safeguard the privacy of your CPNI and to protect it from unauthorized access and use. NTT DOCOMO USA does not disclose CPNI outside of NTT DOCOMO USA, its Affiliated Companies or agents without customer consent except as permitted or required by law. NTT DOCOMO USA does not sell CPNI to unaffiliated third parties, and requires third parties that provide services on its behalf to protect CPNI consistent with this Policy.

If you wish to restrict NTT DOCOMO USA's use of CPNI for marketing purposes, please contact us at wireless@docomo-usa.com.

If you restrict the use of your CPNI for marketing purposes, your use of any NTT DOCOMO USA services to which you subscribe will not be affected.

California Privacy Rights

If you are a California resident, you are entitled to disclosure, upon request, of the identity of any third parties to which a business doing business in California has disclosed personal information for that third party's direct marketing purposes. If you would like to make such a request, please submit that

request from our website.

Questions Regarding This Policy

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