

Privacy Policy

IMADA Co., Ltd. (hereinafter referred to as “**IMADA**”, “**Company**” or “**we**”) has established the following privacy policy (hereinafter referred to as '**this Policy**') in order to ensure the proper handling of personal data in accordance with Japan’s Act on the Protection of Personal Information (“**APPI**”), the European General Data Protection Regulation (“**GDPR**”), and other relevant laws and regulations.

1. Scope of Application

The scope of this Policy is all handling of personal information by the Company. The APPI applies to the handling of information of individuals within Japan, and GDPR or UK General Data Protection Regulation (“**UK GDPR**”) applies to the handling of information of individuals within the European Economic Area or the United Kingdom (“**EEA/UK**”), the provisions of the “**EEA/UK Special Provision (GDPR/UK GDPR)**” set forth alongside this Policy shall additionally apply. In the event of any conflict between the two, the special provision for the relevant jurisdiction shall prevail, and the remainder shall be governed by Japanese Law.

This policy will explain how our organization uses the personal data we collect from you when you use our website or when you contact us.

2. Definitions

- (1) **Personal Information:** Information relating to a living individual that can identify a specific individual through name, contact details, or other descriptions (including personal identification codes).
- (2) **Personal Data:** Personal information constituting a personal information database, etc.
- (3) **Retained Personal Data:** Personal data over which the Company retains authority regarding disclosure, correction, etc.
- (4) **Sensitive Personal Information:** Information such as beliefs, health information, disabilities, or sexual orientation, which could lead to unfair discrimination against the individual.
- (5) **Personal-Related Information:** Information such as identifiers (e.g., cookies), device information, and behavioral history that does not directly identify an individual.
- (6) **International Transfer/Provision to Foreign Third Parties:** Transfer from the EEA/UK to third countries, or acts falling under "Provision of Personal Data to Third Parties in Foreign Countries" under the APPI.

3. Data Collected

IMADA collects the following personal data:

- Name, address, date of birth, gender, telephone number, facsimile number, email address, name of company or organisation, address of company or organisation, position or title, industry sector.
- Transaction details and payment-related information such as bank account and payment method
- Consent to receive newsletters containing product information, measurement videos, and service news
- Other information necessary for the provision of our services

4. Data Collection Methods

IMADA collects and processes your data in the following methods:

4.1 Provided by yourselves

- (1) Filling out various forms on our website (e.g., enquiries, material requests, membership registration, questionnaire responses),
- (2) Exchange of business cards or submission of completed forms at exhibitions, seminars, events, etc.,
- (3) Provision during telephone or email enquiries, business negotiations, or support responses,
- (4) Establishing and maintaining business relationships, and
- (5) Recruitment activities

4.2 Automatic collection

- (1) Access information collected using cookies or similar technologies when accessing our website (e.g. browsing history, device used, IP address, browser information, etc.)
- (2) Data automatically collected through access analysis tools, etc.

4.3 Acquisition from third parties

- (1) When provided by our outsourced service providers or sales agents based on lawful procedures.
- (2) Collection from Publicly Available Information or Generally Accessible Sources

5. Purpose of Data Use

Processing Purpose	Main Personal Data Collected and Processed	Legal Basis (GDPR Article 6)
Responding to enquiries	Name, email address, affiliated organisation, telephone number, facsimile number, enquiry content, etc.	Legitimate interests (Art. 6(1)(f))

Processing Purpose	Main Personal Data Collected and Processed	Legal Basis (GDPR Article 6)
Performance of a contract	Name, email address, affiliated organisation, telephone number, address, contract information, etc.	Contract performance (Art. 6(1)(b))
Provision of products and services	Name, email address, affiliated organisation, customer information, delivery information, transaction history, product model, product serial number, etc.	Contract performance (Art. 6(1)(b)) Legitimate interests (Art. 6(1)(f))
Accounting and tax processing	Name, email address, affiliated organisation, billing information, payment records, transaction history, etc.	Legal obligations (Art. 6(1)(c))
Marketing activities	Name, email address, affiliated organisation, questionnaire information, device information, usage status information, etc.	Consent (Art. 6(1)(a))
Website analytics*	Cookies, IP address, device information, Google Analytics data, Zoho Pagesense data, etc.	Consent (Art. 6(1)(a))
Recruitment activities	Name, email address, age, address, employment history, etc.	Consent (Art. 6(1)(a)) or Pre-contractual measures (Art. 6(1)(b))
Dispute resolution and exercise of rights	Contract information, communication records	Legitimate interests (Art. 6(1)(f))

* (1) Cookies, etc. for analytics and advertising purposes within the EEA/UK are processed based on prior consent.

* (2) Processing carried out for the maintenance of essential website functions, ensuring security, and preventing fraud, which is performed without using cookies or within the scope where consent is not required under applicable laws, may be conducted on the basis of the Company's legitimate interests (Article 6(1)(f) of the GDPR).

6. Sharing and Disclosure of Personal Data

6.1 We may share personal data with our authorized distributors, as necessary, for the purpose of providing products and services, conducting sales activities, providing technical support, and carrying out other business operations.

6.2 We may disclose personal data where required by applicable laws and regulations, where we receive a lawful request from a court, supervisory authority, or other public authority, or where we reasonably determine that such disclosure is necessary to protect the rights, property, safety, or security of the Company or any third party.

7. Processors and Service Providers

7.1 The Company may entrust all or part of the handling of personal data to third parties to the extent necessary to achieve the purposes of use.
Such third parties may include:

- (1) Cloud service providers (such as Zoho and Amazon Web Services (AWS));
- (2) Providers of website, information system, and IT infrastructure operation and maintenance services;
- (3) Certified public accountants, audit firms, attorneys, consultants, and other professional advisors.

7.2 The Company will enter into appropriate agreements with such service providers and take other necessary measures, and will exercise necessary and appropriate supervision to ensure that personal data is handled properly and securely by such service providers.

8. International Data Transfers

We may transfer personal data outside Japan in order to use cloud services and other business support services.

When making such transfers, we will take appropriate measures in accordance with applicable laws and regulations, including adequacy decisions, Standard Contractual Clauses (SCCs), and other appropriate safeguards, and will endeavour to ensure that personal data is protected at an appropriate level.

If you wish to obtain information regarding the name of the foreign country to which your personal data is transferred or information concerning the personal information protection system of such country, please contact us through our enquiry contact point.

9. Security Measures for Personal Data

9.1 IMADA takes appropriate security measures to prevent the leakage, loss, or damage of personal data. Specifically, we implement the following measures:

- (1) Establishment of internal regulations.
- (2) Strengthening of access control
- (3) Education and training of employees
- (4) Appropriate management and supervision of contractors

9.2 IMADA securely stores the personal data it has obtained by using the following cloud services, depending on the category of personal data concerned.

- Personal data obtained through enquiry forms, the exchange of business cards at exhibitions or trade shows, requests for materials, or similar means are managed using the

cloud-based customer relationship management system provided by Zoho (CRM / Campaigns).

- Personal data relating to registration information for the members-only website (IMADA Connected) is stored within Zoho (CRM / Campaigns) and Amazon Web Services (AWS), which are used by IMADA.

9.3 IMADA has entered into data processing agreements (DPAs) with each of the above service providers to ensure the appropriate handling of personal data, and has implemented technical and organisational security measures, including encryption and access controls, in order to protect such data.

10. Retention Period of Personal Data

IMADA retains personal data for as long as necessary to fulfil the purposes for which it was collected, or for such period as may be required under applicable laws and regulations, including tax laws and other relevant legal requirements.

In determining the appropriate retention period, IMADA takes into account the nature of the personal data, the purposes for which it is processed, applicable legal obligations, and other relevant circumstances.

Upon expiry of the applicable retention period or once the relevant purpose has been achieved, IMADA will delete, anonymise, or otherwise render the personal data unusable by appropriate means, unless a longer retention period is required or permitted by applicable laws and regulations.

11. Marketing

11.1 IMADA may send you information about our products and services, as well as product, measurement video, and service news, with your consent.

11.2 If you have agreed to receive marketing, you may withdraw your consent at a later date. You have the right at any time to stop IMADA from contacting you for marketing purposes. If you no longer wish to be contacted for marketing purposes, please contact us using the information below.

12. Your Data Protection Rights

You may have the following rights in relation to your personal data, subject to applicable laws and regulations:

- (1) The right to access
- (2) The right to rectification
- (3) The right to erasure

- (4) The right to restrict processing
- (5) The right to object to processing
- (6) The right to data portability
- (7) The right to withdraw consent–

Where IMADA receives a request from you or your authorised representative to exercise any of these rights, IMADA will respond appropriately and without undue delay in accordance with applicable laws and regulations, including the Act on the Protection of Personal Information of Japan (APPI) and, where applicable, the EEA/UK-specific provisions (GDPR/UK GDPR).

For details regarding the procedures for exercising your rights, the required documentation, and any applicable fees (where permitted by law), please contact us using the contact details provided below.

13. Cookies

Our website uses cookies for the the purposes described in this Policy and IMADA’s Cookies Policy.

Cookies are small text files that are stored on browsers or devices by websites.

IMADA uses cookies and similar technologies for purposes such as:

- (1) Store visitor settings and preferences
- (2) Enhancing the user experience
- (3) Operating and Improving the convenience of the website
- (4) Analysing site traffic and trends, and generally understanding the online behaviours and interests of people who interact with our services.

Please see our [Cookies Policy](#) for more information regarding the use of cookies and other technologies described in this section.

14. Privacy policies of other websites

Our website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

15. Contacting Supervisory Authorities

Should you wish to lodge a complaint, or feel that we have not adequately addressed your concerns, you may contact the relevant supervisory authority.

16. How to Contact Us

Should you have any questions regarding our Privacy Policy, the data we hold about you, or the exercise of your data protection rights, please feel free to contact us at:

- **Email address:** security@forcegauge.net
- **Telephone:** +81-(0)532-33-3288
- **Postal Address:** 99, Jinnoshinden-cho, aza kanowari, Toyohashi, Aichi, 441-8077, Japan
✧ IMADA Co., Ltd. Human Resources & General Affairs Department Security Team
- **Reception Hours:** Weekdays: 9:00 to 17:00
- **Representative:** Security Officer, Human Resources and General Affairs Department

17. EEA and UK Data Protection Representative

We have appointed etortech as our data protection representative for the purposes of the GDPR and UK GDPR. Should you wish to make an enquiry to us or exercise your rights regarding personal data, you may contact etortech from your country using the following methods.

Email address: info@etortech.com

18. Changes to our privacy policy

IMADA keeps its privacy policy under regular review and places any updates on this web page. IMADA may update this Policy in response to changes in legislation or our business operations. Please refer to our website for the latest version.

Last Revised: June 29, 2026