

Operation Policy for Aomori City's Tourism Instagram Page

"Aomori Unearthed"

Aomori City (referred to as "The City" below) created this Instagram page (referred to as "This Page" below), to provide tourism information about Aomori City to international tourists. The operation policy pertaining to the provision of tourism information provided by This Page is as follows:

1. Content

This Page provides information about Aomori City's sightseeing events, sightseeing areas, and sightseeing facilities, as well as other related information from an international tourist's perspective.

Information will be provided primarily in English.

2. Account Name

@aomori_unearthed

3. URL

https://www.instagram.com/aomori_unearthed/

4. Page Administrators

The operator of This Page is the Domestic and International Relations Section of the Aomori City Economics Department. The manager of this account is the Section Chief of the Domestic and International Relations Section.

5. Posting Times

The operator, as a general rule, will only post Monday through Friday, 9:00-17:00 (JST) with the exception of holidays and the end of year period. However, should the manager deem it necessary, posts may be made outside the above times.

6. Using This Page

A. Users may freely view, comment on, and "like" posts.

B. The operator, as a general rule, will not provide individual responses to

questions, comments, and any other inquiries or opinions made on this account.
We ask for your understanding in this regard.

- C. If you require a response or if you have general questions or comments regarding the municipal government, please visit the Aomori City Homepage (「市政情報>広聴>市政へのご意見・ご提案>市民の声」).

7. Prohibited Content

The manager may delete posts on This Page without advance notice should they determine that a post or any other action made by a user fall under one of the follows items:

- A. Illegal content or suspected illegal content
- B. Content that defames a group or organization
- C. Content that promotes politics or religion, as well as self-promotion activities
- D. Content that violates the intellectual property rights (e.g. copyrights, trademark, rights to usage of one's likeness, etc.) of Aomori City or any third party
- E. Advertisements, promotions, solicitations, business activities, and any other content created for commercial gain
- F. Anything which disrupts or negatively affects public order
- G. Misinformation and falsehoods. Mere rumors and content that promotes them
- H. The leaking of personal information without the relevant party's consent and other content/actions that violate someone privacy
- I. Harmful programs, viruses, etc.
- J. Obscenity and other inappropriate content
- K. Any other content which the manager deems inappropriate
- L. Content which is thought to be violating Instagram's Terms of Use.
- M. Content which is poses as another user or third party.
- N. Links to pages that contain any content listed in (A) - (M).

8. Intellectual Property Rights

- A. The intellectual property rights of content published on This Page (e.g. text, images, etc.) belong to Aomori City and/or the original creator.
- B. The contents of This Page may not be duplicated or reproduced without

permission with the exception of “duplication for personal use,” “citation,” and other instances recognized under copyright law; and in the event that the posted content which is reproduced is not altered and that the origin of said content is specified clearly.

9. Disclaimers

- A. The City will try its best to post accurate and useful information. However, the City bears no responsibility in the event that a user or third party experiences misfortune as a result of using or believing information provided by This Page.
- B. The City bears no responsibility for any content posted by users.
- C. The City bears no responsibility for any issues that arise between users or between users and third parties.
- D. In addition to the above items, The City also bears no responsibility for any misfortune that occurs as a result of or in relation to content related to This Page.
- E. The City may change or delete content on This Page or cease the operation of This Page without advance notice.
- F. The City reserves the right to change or amend this operation policy without advance notice.

10. Effective Date

This operation policy is effect as of 10 May 2016.