

LINE Ads Terms of Use for Generative AI services

Article 1. Outline of the Function and Contractual Relationship

1. This is a materials-creation supporting function (hereinafter referred to as the “**Function**”) which is a function incidental to LINE Ads, that outputs a tentative draft (hereinafter referred to as the “**Generated Text**”) related to a part of submitted materials (appeal wording), using OpenAI API provided by OpenAI, L.L.C. and OpenAI OpCo, LLC (U.S.), for the purpose of providing the Customers who use LINE Ads with support for creating their materials to be submitted to the Company.
2. The Company may limit the number of outputs of the Generated Text which the Customers make through using the Function. Moreover, the Company provides the Function as a β version, and may amend, suspend or cease such Function without providing the Customers with any prior notice to that effect.
3. These Terms of Use shall be applicable together with the LINE Ads Terms of Use (hereinafter referred to as the “**Ads Terms**”, https://www.lycbiz.com/sites/default/files/media/jp-en/terms-and-policies/line-ads/LINE%20Ads_TermsAndPolicies_en.pdf), and, in the event of any inconsistency, etc., between these Terms of Use and the Ads Terms, these Terms of Use shall prevail. In addition, definitions of terms as used herein shall be in accordance with the Ads Terms, unless otherwise set forth herein.
4. A Customer who wishes to use the Function shall agree to these Terms of Use upon making an application for use of the Function, using the method separately designated by the Company, and, upon the Company’s approval of such application, the contents of these Terms of Use shall form a part of the Service Agreement (Article 2.1 of the Ads Terms).

Article 2. Confirmation in line with the Use of Generative AI

1. The Function uses the Generative AI. With regard to the Generated Text, the Company makes no warranty concerning its reliability, accuracy, timeliness, completeness, validity, fitness for particular purposes, usefulness or continuity. The Generated Text may contain inaccurate information or discriminative or violent content, etc. The Customers shall make necessary corrections, deletions, etc. to the output Generated Text and shall be legally responsible for the submitted materials. In addition, the Generated Text does not indicate the Company’s opinion.
2. The Company makes no warranty that the submitted materials including the Generated Text pass the advertisement screening standards prescribed by the Company concerning

distribution of the LINE Ads. Furthermore, the Customers acknowledge that they are obliged to comply with the Distribution Guidelines, etc. for use of the LINE Ads, even using the Function.

3. Any information entered by any Customer in a form displayed on a screen provided by the Function (hereinafter referred to as the “**Form**”) and a Customer’s information such as its industry category and product names registered in advance (hereinafter collectively referred to as the “**Entered Information**”) will be sent to OpenAI, L.L.C. and OpenAI OpCo, LLC (U.S.); provided, however, that such information will not be used by such companies for the purpose of their machine learning.
4. The Company will save the Entered Information and Generated Text in the Company’s database and use them for the purpose of prevention and analysis of any act of misconduct.
5. The Company shall be responsible for the Function as set forth in the Ads Terms.

Article 3. Compliance

1. The Customers shall use the Generated Text for the purpose of distribution of the LINE Ads and shall not use the Generated Text for any other purpose such as generation of prompts or training for other AI and machine learning models.
2. When the Customers enter any information in the Form, the Customers must not enter any information which may cause the Entered Information or Generated Text to present any risk of being in breach of any law including the Copyright Act, Trademark Act and Pharmaceuticals and Medical Devices Act or of infringing upon any third party’s rights. Moreover, when the Customers use the Generated Text, they shall confirm that such Generated Text is not in breach of any laws or regulations and does not infringe upon any third party’s rights.
3. The Customers shall use the Function only to the extent that is not in breach of the Terms and Policies provided by OpenAI, L.L.C. and OpenAI OpCo, LLC (U.S.): (<https://openai.com/policies>).
4. No Customer shall enter in the Form any personal information (including any personal information which falls under personal information for the Company) related to any person other than such Customer’s employees who are using the Function (if such Customer is an individual, the personal information of such Customer him/herself), except for the case where the Customer obtains the Company’s prior approval. Moreover, if a Customer provides the Company with any information concerning such Customer’s employees who are using the Function, such Customer shall comply with the Act on the Protection of Personal Information (Act No. 57 of May 30, 2003).

Article 4. Fees for the Function

The Company shall provide the Customers with the Function free of charge.

Article 5. Amendment of Terms of Use

The Company may amend these Terms of Use by providing the Customers with an announcement or notice in accordance with laws and regulations, as necessary. In such case, the Company shall inform the Customers of the contents of the amended version of these Terms of Use, as well as the effective date of said amendment, by indicating the same on a screen provided by the Function or on the Company's website, or by notifying the Customers by using the method prescribed by the Company. The amended version of these Terms of Use shall become effective as of the effective date thereof.

Established on March 19, 2024