

Big Hit Entertainment Co., Ltd. Privacy Policy

BigHit Entertainment Co., Ltd. (hereinafter referred to as the "Company") shall value personal information of all audition contestants (hereinafter referred to as the "Contestant" and comply with PERSONAL INFORMATION PROTECTION ACT and ACT ON THE PROMOTION OF INFORMATION AND COMMUNICATIONS NETWORK UTILIZATION AND INFORMATION PROTECTION, ETC..

Through this privacy policy, the Company informs the Contestants of the purpose and manner in which the personal information provided by the Contestants are used and what actions are being taken to protect personal information. In the event that the Company modifies this privacy policy, the Company shall make notifications on the website bulletin (or individually notify).

- This privacy policy will be put in to effect on 24,08, 2018

1. Items of Personal Information Collected

The Company collects the following personal information for the purpose of submitting applications for auditions and selecting successful applicants.

Collected Items

[Required Information] Place of audition, Audition category, Name, Gender, Birth date, Address, Email, Mobile phone number, Photo, Audition method, Height, Weight, Record of service usage, Access log, Cookie, Access IP Information

[Optional Information] ID for social media that is most often used, Messenger ID

- Method of Collection of Personal Information: Website (Fill out application for audition)

2. Purpose of Collection and Use of Personal Information

The Company shall use collected personal information for the following purposes.

- Decision, disclosure, notification of audition results, and work related to training Contestants
- Audition Notice

3. Term of Retention and Use of Personal Information

In principle, after the collection of information and after the purpose has been achieved the personal information shall be destroyed without delay. However, personal information of Contestants may be retained, including the cases specified below, if the term of usage and retention that has been agreed upon by the Contestant has not expired, if there is a need to retain personal information according to the provisions of related statutes, and etc.

-Reasons for retaining information based on the Company's internal policy: 1 year (prevention of unauthorized use, notifications of when auditions will be held)

- Records related to website visits and access: 3 months (ACT ON THE PROTECTION OF COMMUNICATIONS SECRETS)

4. Destruction of Personal Information

The Company shall in principle immediately destroy all personal information that has been collected once the purpose of its usage has been achieved. The method of disposal is as follows:

- Procedure of Disposal

Information entered for the audition will be transferred to a separate database (filing cabinet, in the case of paper) and in accordance with internal policies and other related to statutes (refer to Term of Retention and Use) the personal information will be destroyed after a certain period of time. Personal information that has been transferred to a separate database will not be used for other purposes other than storage unless required by law.

- Method of Disposal

Personal information stored in the format of an electronic file is deleted using technical methods so that the information cannot be recovered. Personal information printed on paper is shredded with a paper shredder or incinerated.

5. Provision of Personal Information

In principle, the Company shall not provide any personal information of the Contestants externally. However, exclusions shall be applied in the following cases.

- If the Contestants have given consent in advance
- If it is in accordance with provisions of relevant statutes

The Company shall not provide Contestants' personal information to a third party, and in the case that the Company discloses personal information, the personal information is provided by due process of law.

6. Outsourcing work of Processing of Collected Personal Information

In order to provide more professional services, the Company outsources personal information processing of personal information to a specialized company. The Company takes necessary measures, in accordance with related statutes, to ensure the personal information of Contestants is safely managed.

- Outsourcee: The Hoffman Agency
- Scope of the Outsourced Work: Management, operation, and maintenance of audition website,

7. The Rights of Contestants and Legal Representative and Method of Exercising Rights

- Contestants and legal representatives may check or request to edit their personal information or the personal information of a child under the age of 14.

In order to check or edit personal information of Contestants or children under the age of 14, contact the privacy officer who comprehensively take charge of personal information processing via written letter, phone, or email and it will be taken care of without delay.

- In the event the Contestant requests correction regarding errors in personal information, the personal information shall not be used or provided until the correction is completed. In addition, if the personal information has already been provided to a third party, the updated information shall be notified to the third party without delay so that the correction can be made.
- Personal information that has been deleted at the request of the Contestant or a legal

representative is processed according to "Term of Retention and Use of Collected Personal Information" and it is not available for use or read for other purposes.

8. Matters Concerning Installation, Operation and/or Rejection of Devices for Automatic Collection of Personal Information Collection

- The Company uses "cookies" to store and retrieve personal information of Contestants. Cookies are extremely small text files that are sent to the browser of the Contestant by the server when the website is being operated and it is stored on the hard disk of the computer of the Contestant.

▶ Purpose of Using Cookies

- Provide targeted marketing and personalized services through analyzing frequency or time of access, identifying and tracing contestants' preferences and interests, identifying the level of participation in various events and identifying frequency of visits

The Contestants may choose whether or not to install cookies. Therefore, by choosing the options on the web browser the Contestant may allow the use of cookies, or receive a notification whenever a cookie is stored, or choose to refuse the storing of all cookies.

▶ How to Refuse Cookies

- Example: Contestants can refuse to use cookies by choosing the options on the web browser and the Contestant may allow the use of cookies, or receive a notification whenever a cookie is stored, or choose to refuse the storing of all cookies.

- How to install: ex (for Internet Explorer): Tools Menu > Internet Options > Privacy Level

- However, Contestants who refuse to allow cookies may have difficulty accessing some services.

9. Public Services Regarding Personal Information

- The Company designates the following departments and administrators of personal information in order to protect Contestants' personal information and handle complaints concerning personal

information.

- Privacy Officer: Mjeong Kim

- Phone Number: 02-3444-0105

- Email: privacy@bighitcorp.com

- Administrator in charge of protection of personal information: Seonjung Shin

- Phone Number: 02-3444-0105

- Email: privacy@bighitcorp.com

The Contestant may report all complaints concerning the protection of personal information from using the Company's services to the Privacy Officer or the relevant department. The Company shall respond promptly to the Contestant's report.

For reports or consultations on infringements of privacy rights, please contact the following organizations.

1. Personal Information Infringement Report Center (www.118.or.kr / 118)

2. E-Privacy Mark Authentication Committee (www.eprivacy.or.kr / 02-580-0533~4)

3. Supreme Prosecutors' Office of the Republic of Korea (www.spo.go.kr / 02-3480-2000)

4. Cyber Terror Response Center (www.ctrc.go.kr / 02-392-0330)