Since its establishment in 1998, the PrivacyMark System has been earning a high degree of trust and support from various fields in Japan as a system to evaluate the handling of private information by a business in a fair and neutral manner. Currently, the accumulated number of PrivacyMark entities exceeds 20,000.

The amended Act on the Protection of Personal Information (Act of Partial Revision of the Act on the Protection of Personal Information and the Act on the Use of Numbers to Identify a Specific Individual in the Administrative Procedure), enacted and promulgated on September 3 and September 9, 2015 respectively, will fully come into force on May 30, 2017. We believe that this full enforcement will further spark the interest of PrivacyMark entities as well as other business providers in the protection of personal information and privacy.

With significant changes in the environment surrounding personal information, JIPDEC have been endeavoring to introduce the latest trends to PrivacyMark entities. Thus, we have consented to the activity of “Data Privacy Day” which promotes the protection of personal data and privacy. “JIPDEC PrivacyMark Forum 2017” on January 26 and February 2 enjoyed participation of 1,323 people and was a great success.

February 28, 2017

JIPDEC

<Reference> “Data Privacy Day” ★Click here for participating members

Data Privacy Day is held on January 28th in the US, Canada, and Europe as a means to raise awareness and discussion regarding the protection of data, privacy and personal information. It is also called “Data Protection Day” in Europe.

Forum Details

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<thead>
<tr>
<th>Location</th>
<th>Date</th>
<th>Venue</th>
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<tbody>
<tr>
<td>in Tokyo</td>
<td>January 26, 2017 (Thu)</td>
<td>Bellesalle Shinjuku Grand Hall</td>
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<tr>
<td>in Osaka</td>
<td>February 2, 2017 (Thu)</td>
<td>Grand Cube Osaka (Osaka International Convention Center) Event Hall</td>
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</tbody>
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### Program

<table>
<thead>
<tr>
<th>Theme</th>
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</table>
| Opening Remarks | **Tsutomu Makino**  
President, JIPDEC |
| Address 1: Revision of the Act on the Protection of Personal Information, Developments of Government Ordinances, and International Initiatives | The Secretariat of the Personal Information Protection Commission  
in Tokyo: **Mari Sonoda**, Secretary General  
in Osaka: **Kazunori Yamamoto**, Counselor |
| Address 2: METI’s Initiatives in Protecting and Utilizing Personal Information | Information Economy Division, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry  
in Tokyo: **Kazumasa Nakamura**, Deputy Director  
in Osaka: **Harumi Shinohara**, specialized in law enforcement |
| Report on Activities by Personal Information Protection Organizations Accredited by JIPDEC | JIPDEC’s Secretariat for Accredited Personal Information Protection Organizations |
| Introduction of awards to PrivacyMark System promoting business providers | Head of the PrivacyMark Office |
| PrivacyMark Entity Case “To Respond to Social Demand - Initiatives in Raising Awareness of, and Maintaining and Strengthening Information Security” | **Takeshi Otsuka**  
Manager  
Csr Promotion Office  
Corporate Planning Department  
RICOH LEASING COMPANY, LTD. |
| PrivacyMark System Initiatives | **Hirotaka Fukui**  
PrivacyMark Promotion Center |

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