

## **Operation Policy for Aomori City's Tourism Facebook Page**

### **“Aomori Unearthed”**

Aomori City (referred to as “The City” below) created this Facebook 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. Objective

Through the provision of Aomori City related tourist information and by primarily targeting international travellers, This Page aims to increase interest in Aomori City, to advance the welcoming of guests to Aomori City, and to become a tourism promotion resources for Aomori City.

#### 2. 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.

#### 3. Account Name

Aomori Unearthed

#### 4. URL

<https://ja-jp.facebook.com/aomoricity.tourism>

#### 5. Start Date

12 May 2015

#### 6. 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, depending on the date and time of events and taking into consideration the times of

targeted countries, posts may be made outside the above times.

## 7. Replies

The operator will try to respond to comments when possible. However, The City cannot guarantee that all posts will be viewed and all questions will be answered.

## 8. 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.

## 9. Using This Page

- A. Users may freely view, comment on, and “like” posts.
- B. 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」).

## 10. 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 rumours 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

#### 11. 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 Facebook's "share" function and "duplication for personal use," "citation," and other instances recognized under copyright law.

#### 12. 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. The City may change or delete content on This Page or cease the operation of This Page without advance notice.
- E. The City reserves the right to change or amend this operation policy without advance notice.