

Privacy Policy

Best One.com Co., Ltd. (“Best One,” “we,” “us,” or “our”) recognizes the importance of protecting personal information collected through the websites operated by us and the travel booking and related services provided by us (collectively, the “Services”). We handle personal information appropriately in accordance with the Act on the Protection of Personal Information of Japan (“APPI”), other applicable laws and regulations, and this Privacy Policy.

1. Scope

This Privacy Policy applies to customers who use the Services and other individuals who provide personal information to us.

The Services may include the search, booking, inquiry and arrangement of tours, activities, transportation, cruises, accommodation and other travel-related products and services.

2. Information We Collect

2.1 Personal and Contact Information

Name, gender, date of birth, age, nationality, country or region of residence, address, telephone number, email address, preferred language and other information provided by you.

2.2 Booking and Travel Information

Booking number, booked products or services, travel or participation dates, number of participants, information about accompanying travelers, accommodation information, meeting and drop-off locations, transportation information, cruise ship information, embarkation and disembarkation information, flight information and other information necessary to arrange your travel.

2.3 Identification and Travel Document Information

Where necessary for a particular travel product or service, we may collect information contained in your passport or other identification documents, including your name, nationality, date of birth, gender, passport number, expiration date and other information necessary for identification or travel.

2.4 Payment Information

Payment method, transaction amount, transaction date and time, payment status and other information relating to payment.

Credit card numbers, security codes and other card information are collected and managed directly by the payment service provider. We do not collect or store such card information.

2.5 Communications

We may collect information contained in inquiries, reviews, surveys, cancellation or amendment requests, chats, emails and other communications with us.

2.6 Website and Device Information

We may automatically collect IP addresses, cookies and other identifiers, device information, operating systems, browser information, access dates and times, pages viewed, search history, booking history, referral sources, advertising interactions and other information regarding your use of the Services.

3. How We Collect Information

We may collect personal information directly from you when you enter or submit information through the Services; through bookings, inquiries, surveys and communications; automatically through cookies and similar technologies; and lawfully from travel service providers, distribution partners and other third parties.

We do not obtain personal information by fraudulent or other unlawful means.

4. How We Use Personal Information

1. To process, arrange, modify and cancel travel bookings and services;
2. To confirm bookings, verify identity and communicate with customers;
3. To provide tours, transportation, accommodation, cruises, activities and other travel services;
4. To communicate and coordinate with travel service providers;
5. To process charges, payments and refunds;
6. To respond to inquiries, requests and complaints;
7. To operate, maintain and improve the Services and develop new services;
8. To analyze usage and improve our products and services;
9. To provide information, promotions and advertisements based on customer interests;
10. To send newsletters and other communications from us;
11. To prevent and investigate fraud, fraudulent payments and other misconduct;
12. To maintain the security of the Services;
13. To comply with applicable laws and requests from governmental, regulatory or judicial authorities; and
14. For purposes incidental to any of the above.

5. Sharing with Travel Service Providers

To provide the travel products and services booked by you, we may share personal information about you and your accompanying travelers with tour operators, local travel agencies, bus, taxi and other transportation providers, tour guides, accommodation providers, cruise lines, airlines and other transportation operators, activity and attraction providers, booking systems and other providers involved in arranging your travel.

The information shared will be limited to information reasonably necessary to provide the relevant service, such as names, contact information, nationality, booking details, number of participants, accommodation details, cruise ship or flight information and other information required to fulfill the booking.

6. Service Providers and Processors

We may engage third parties to perform services on our behalf, including website and system operations, cloud services, payment processing, email distribution, customer support and data analytics.

Where such third parties process personal information on our behalf, we take reasonable steps to select appropriate providers and require them, where appropriate, to protect personal information through contractual or other measures and provide necessary and appropriate supervision.

7. International Transfers of Personal Information

Because the Services may involve customers outside Japan and travel-related services, personal information may be transferred to travel service providers, technology providers or other recipients located outside Japan.

Where personal data is transferred to a third party located outside Japan, we will comply with the APPI and other applicable laws, including, where required, obtaining appropriate consent or implementing appropriate measures to ensure the protection of personal information.

Where consent is required for a transfer to a third party outside Japan, we will provide information required under applicable law regarding the destination country or region, its personal information protection system and other relevant matters.

8. Disclosure to Third Parties

Except as described in this Privacy Policy, we will not disclose personal data to third parties without your prior consent unless permitted or required by applicable law, including where disclosure is required by law; is necessary to protect the life, health or property of an individual and obtaining consent is difficult; is particularly necessary for improving public health or promoting the sound development of children and obtaining consent is difficult; cooperation with governmental authorities is required for the performance of duties prescribed by law; or disclosure is otherwise permitted under applicable law.

Sharing necessary to provide booked travel services is handled in accordance with Sections 5 and 7 above.

9. Cookies and Similar Technologies

We may use cookies and similar technologies to improve the usability of the Services, understand how the Services are used, improve our products and services, measure advertising performance and provide advertising based on customer interests.

Through these technologies, we may collect information such as pages viewed, access dates and times, device and browser information, IP addresses, referral sources and interactions with advertisements.

We may use third-party analytics, advertising and related services. Information collected through such services may also be handled in accordance with the privacy policies of the relevant service providers.

You may be able to restrict or disable cookies through your browser or other available settings. Disabling cookies may affect the functionality of certain parts of the Services.

10. Retention of Personal Information

We retain personal information for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, perform our contractual obligations, comply with legal requirements, resolve disputes and otherwise meet reasonable business and legal needs.

When personal information is no longer required, we will delete, anonymize or otherwise appropriately dispose of it, taking into account applicable legal requirements.

11. Security

We implement appropriate organizational, personnel, physical and technical measures designed to protect personal information against unauthorized access, loss, leakage, alteration and damage.

We also provide necessary and appropriate supervision of employees and service providers that handle personal information.

12. Your Rights

Subject to applicable laws, you may request notification of the purpose of use, disclosure, correction, addition, deletion, suspension of use, erasure or suspension of third-party provision of your personal information held by us.

We may verify your identity before responding to a request.

We may be unable to comply with a request where retention is required by law or where information must reasonably be retained for the performance of a contract, resolution of a dispute or other legitimate purposes.

13. Personal Information of Minors

Where a minor uses the Services, consent from a parent or legal guardian may be required depending on the minor's age and applicable law.

Where you provide personal information about a minor accompanying you on a trip, you must have the authority or consent necessary to provide such information to us.

14. Information About Other Travelers

If you provide us with personal information about an accompanying traveler or another individual, you must have the authority or consent necessary to provide that information to us and permit us to process it in accordance with this Privacy Policy.

15. Third-Party Services and Websites

The Services may contain links to websites, applications or services operated by third parties.

The processing of personal information by such third parties is governed by their respective privacy policies and practices.

16. Changes to This Privacy Policy

We may amend this Privacy Policy from time to time to reflect changes in applicable laws, our Services or our personal information handling practices.

Where we make material changes, we will provide notice through the Services or by another appropriate method.

17. Contact Us

For inquiries or requests concerning the handling of personal information, please contact:

Best One.com Co., Ltd.
Personal Information Inquiry Desk
Nishikura LK Building 2F
16-6 Tomihisa-cho, Shinjuku-ku
Tokyo 162-0067, Japan
Email: guest@best1cruise.com

18. Governing Law and Language

This Privacy Policy is governed by the laws of Japan.

If there is any inconsistency between the Japanese version of this Privacy Policy and a translation into English or any other language, the Japanese version will prevail, except where otherwise required by applicable law.

Effective Date: September 28, 2026
Best One.com Co., Ltd.