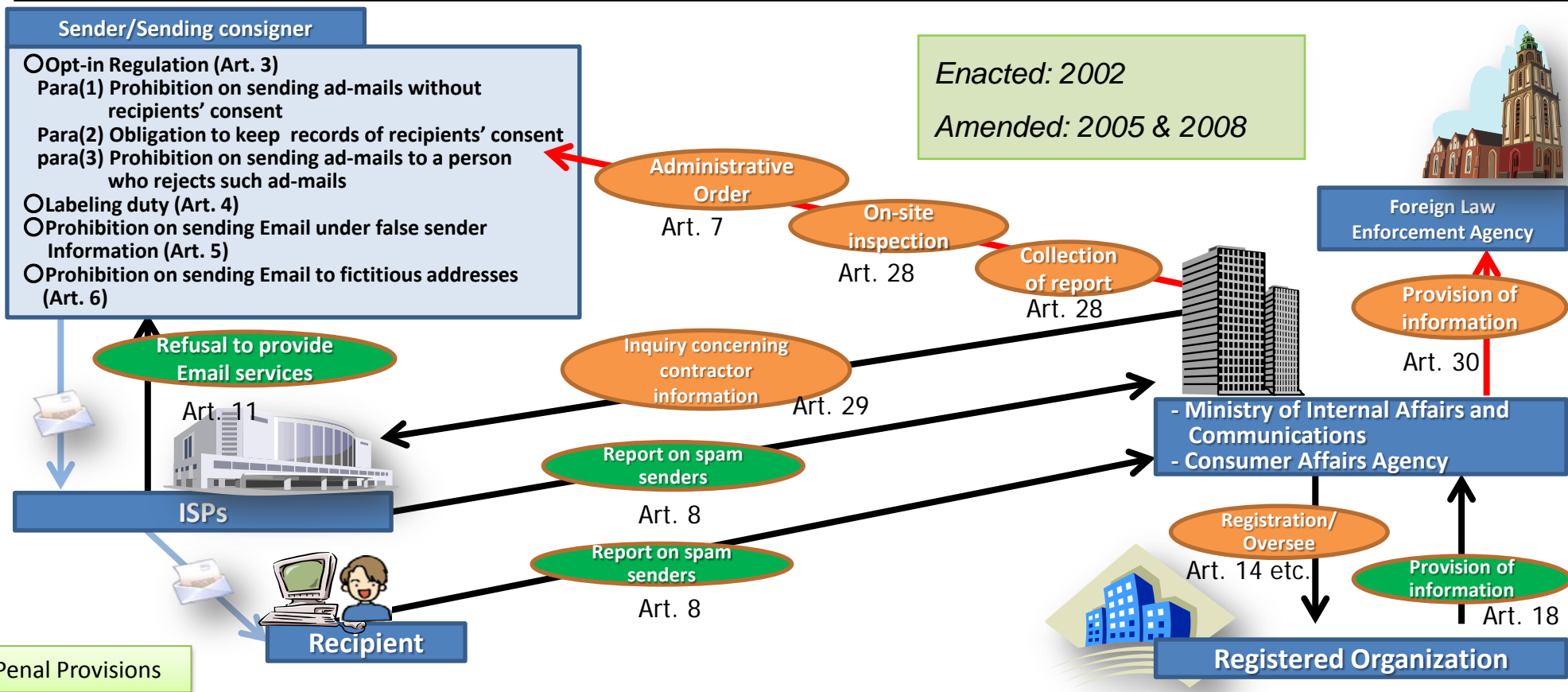


Overview of Japanese Anti-Spam Law

- In Japan, the Anti-Spam Law was enacted in 2002. The opt-out regulation was amended to the opt-in regulation in 2008. If senders do not have recipients' consent, they can not send ad-mail.
- Senders are required to keep records of recipients' consent and to label the records.



Penal Provisions

- (Art. 34)
- If he or she has violated the provisions of Art. 5,
 - If he or she has violated an order in accordance with the provisions of Art. 7 (excluding those pertaining to the maintenance of records pursuant to the provisions of Art. 3. para (2)),
- (Art. 35)
- If he or she has violated an order in accordance with the provisions of Art. 7 (restricted to those pertaining to the maintenance of records pursuant to the provisions of Art. 3 para (2)),

➡ He or she shall be punished by imprisonment with labor for a term not exceeding one year or by a fine not exceeding one million yen. Also if he or she is a staff of a juridical person, the juridical person shall be punished by a fine not exceeding thirty million yen.

➡ He or she shall be punished by a fine not exceeding one million yen. Also if he or she is a staff of a juridical person, the juridical person shall be punished by a fine not exceeding one million yen.