

## **Advertisement & Promotion *LINES* Banner Ad Service Application Regulations**

### **Article 1 (Purpose)**

The Advertisement & Promotion *LINES* application regulations (hereinafter "the regulations") stipulate the rights, duties, and responsibilities of MarkLines Co. Ltd. (hereinafter "MarkLines"), which operates the website, and the applicant who desires to use the promotion service (hereinafter "the Applicant").

### **Article 2 (Ad content, etc.)**

The scope of the regulations shall apply to the ad posted by the User (hereinafter "the banner ad") in the advertisement space designated by the "Service Introduction,".

1. The location of the advertisement space, advertising fees, length of time the ad is posted, and other related details shall be as determined in the "Service Introduction."

### **Article 3 (Application for use)**

The application is an application form to use the advertisement & promotion service (hereinafter referred to as "the Application Form") submitted to MarkLines.

### **Article 4 (Approval of application for use)**

1. After receiving the Application Form MarkLines will conduct an examination, and inform the Applicant of its decision. Moreover, MarkLines will communicate the result orally or as it otherwise deems appropriate, and with this a contract shall be considered to be concluded. Moreover the Applicant is requested to understand in advance that MarkLines may, when necessary, ask the applicant to present a certified copy of the Applicant's seal impression, a certified copy of commercial registration, and any other documents deemed necessary by MarkLines.

2. MarkLines may refuse the application for use if any of the following applies to the Applicant.
  - (1) In the past, MarkLines has cancelled or refused to accept the qualification of the Applicant because of the breach of some regulation applicable to the users of the services provided by MarkLines.
  - (2) There are falsehoods in the application for use.
  - (3) It is discovered that the Applicant is involved with so-called antisocial forces, or has been previously
  - (4) MarkLines deems the applicant to be ineligible to use the service

[Amended 05/09/2016]