

Statement on Customer Information Leak

Vodafone K.K. and Sony Marketing (Japan) Inc., a Vodafone K.K. mobile handset retailer, today announce details regarding a customer information leak.

On 5 May 2005, copies (faxes) of 146 Vodafone K.K. mobile handset upgrade applications, which were kept by Sony Marketing, were found by a citizen in a Nagoya city park, who reported the occurrence to police nearby. Once the incident came to light, Vodafone K.K. and Sony Marketing directed their utmost efforts to investigate the situation, but currently are unable to determine specific details for the period from when the documents were lost until they were discovered.

The mobile handset upgrade applications date from March 2003 to September 2003 and comprise forms collected at 35 mobile phone retailers in the Tokai region that accepted Vodafone K.K. handset upgrade applications. The applications have fields for "customer name", "mobile phone number", "contact phone number", "date of application", "stamp" (signature), "mobile handset type/colour/serial number", "length of use/points", "optional services (partial)" along with the store name. Sony Marketing outsourced the disposal of these application copies to an affiliate, which stored them in locked conditions.

Affected customers have already been determined and it has been confirmed that no other customer information has been leaked outside that of the 146 application copies stored by the affiliate. In addition, there are currently no reports of damages related to this incident.

In addition to apologizing to customers individually, both companies are explaining the circumstances surrounding the incident and will continue to respond to the situation.

As companies that handle important customer information, Vodafone K.K. and Sony Marketing have expended their efforts to strictly manage customer information. In light of the resulting incident, both companies wish to sincerely apologize to those affected for causing great inconvenience and anxiety. In the future, Vodafone K.K. and Sony Marketing will combine their efforts to determine the cause of the information leak. To regain customer trust, Vodafone K.K. will strengthen measures for information management education and supervision to prevent a similar event from occurring again. Sony Marketing, the company directly responsible for the information leak, will put its full efforts into thoroughly reforming its information management system and also implement a structure to prevent similar occurrences.